JULY 21, 1952 35c PER COPY

BROADCASTING TELE

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TELECASTING
Begins on Page 67

21ST year

The Newsweekly of Radio and Television

UNIVERSITY OF TULSA
JUL 21 1952
LIBRARY

Like doughnuts go with coffee

Fast, profitable results and W-I-T-H go together just as naturally as doughnuts with coffee! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

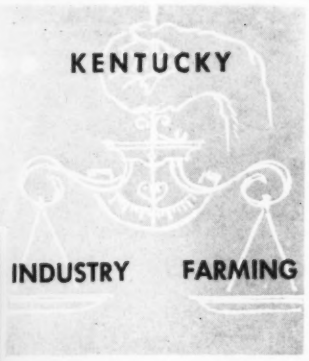
W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

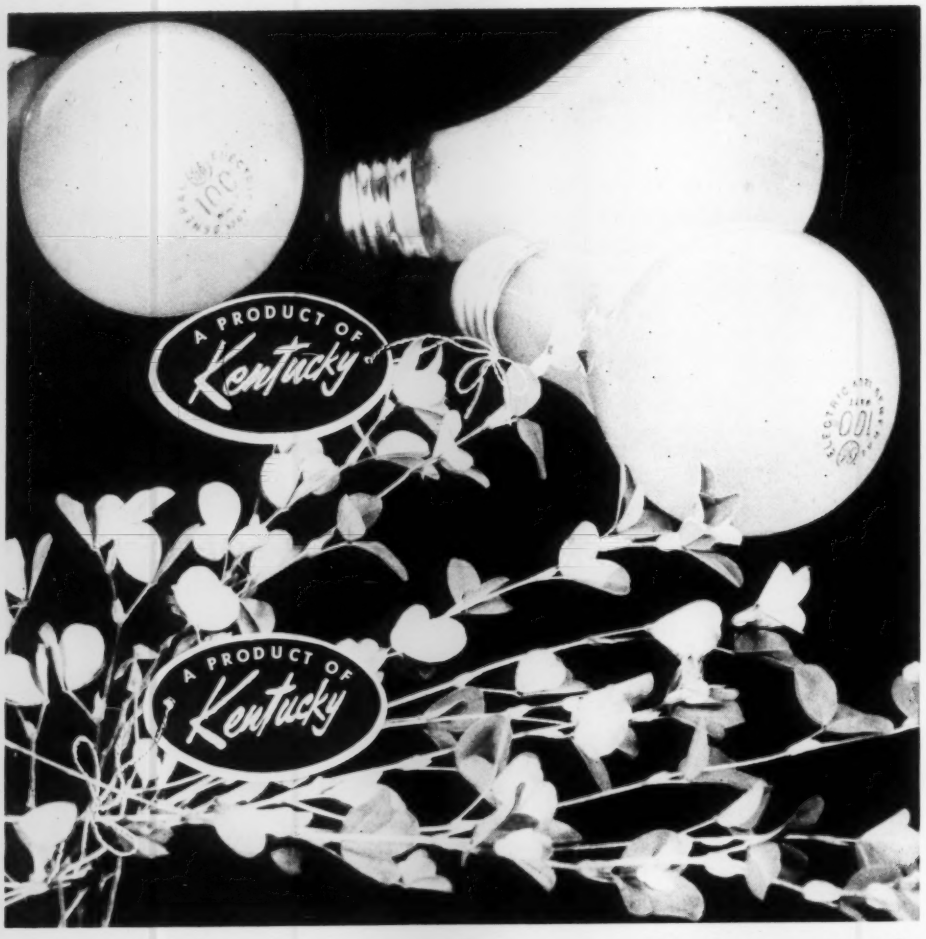
IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

Go where there's GROWTH.





Light bulbs and Lespedeza

A *new* industrial market is growing in "rural" Kentucky! One important crop is "Made in Kentucky" light bulbs. Light bulbs are manufactured in two big Westinghouse plants in Owensboro and Richmond. Sealed beam auto headlights come from G-E's pair of Lexington plants . . . and light bulbs and tubing from the *new* 6,000,000 dollar Corning glass plant in Danville. Photo flash bulbs are made at Sylvania's *new* $4,000,000 Winchester factory; and radio tubes at G-E's *new* facilities in Owensboro.

Yet Kentucky continues to be a major agricultural state. Lespedeza hay production, for example, jumped from 620,000 tons in 1940 to over one million tons in 1950 . . . one more indication of Kentucky's record growth in farm productivity.

Go where there's GROWTH...

GO WHAS!

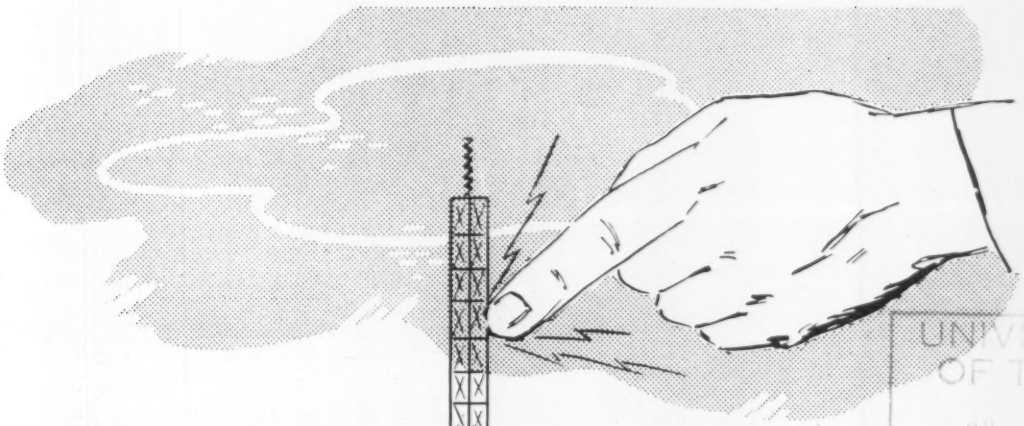
Now in its 31st year, no other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago



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The Magic Touch.....

WREC prestige doesn't come out of thin air . . . Audience preference comes *first* to create listener-confidence in Memphis No. 1 Station. This "Magic Touch" in programming is the result of keeping in close touch with the people of this great and growing area. (That WREC has the highest Hooper rating of any Memphis station is the *proof!*) Keeping programming quality high and costs LOW works like magic for advertisers, too! WREC gives top coverage in this market of over $2,000,000,000 at 10.1% lower rates per thousand listeners than in 1946!

Let WREC put a touch of SALES magic in your advertising program.

REPRESENTED BY THE KATZ AGENCY

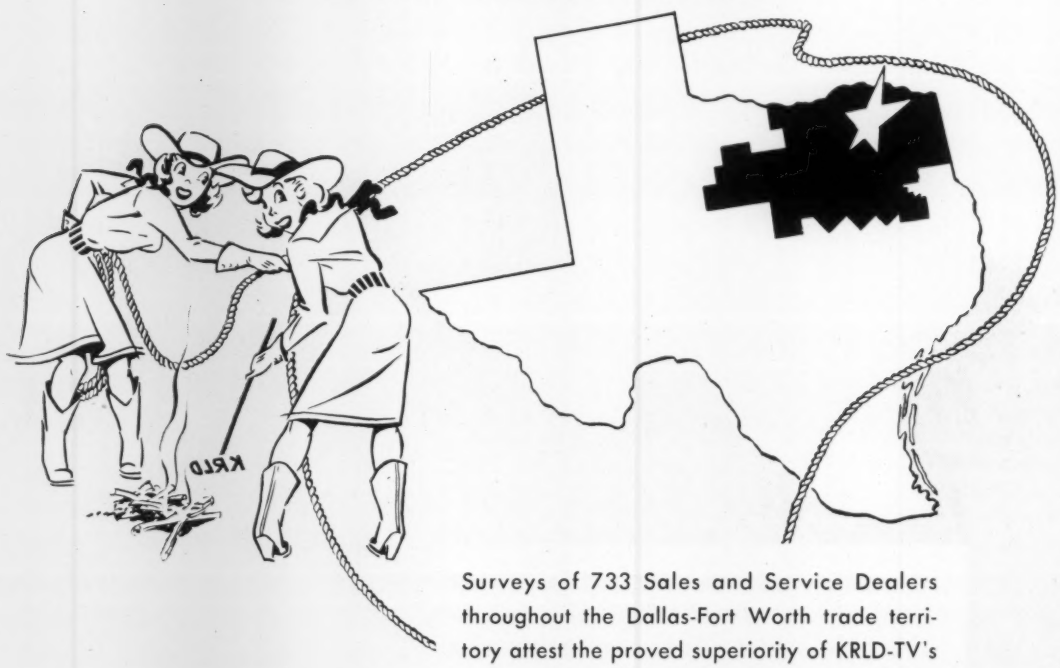
WREC

AFFILIATED WITH CBS. 600 KC. 5000 WATTS

MEMPHIS NO. 1 STATION

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV THROWS A BIG SALES LOOP FOR ITS ADVERTISERS



Surveys of 733 Sales and Service Dealers throughout the Dallas-Fort Worth trade territory attest the proved superiority of KRLD-TV's picture and audio reception in the Southwest's largest television market area.

KRLD-TV offers a BIG BONUS of television viewers in surrounding points shown on map sketch who depend on KRLD-TV almost exclusively for television service.

Voluntary letters from many important smaller cities give positive proof of KRLD-TV's unchallenged leadership. Copies on request.

"You are coming in with an almost perfect picture, excellent sound and no snow at all."
J. C. GOULDEN,
GOULDEN RADIO CO.,
MARSHALL, TEXAS.

"On your channel 4 (KRLD-TV Dallas) we do give our customers a darn good picture from the time your test pattern comes on until you sign off at 11:30 p.m. Channel 4 comes in clear as a bell all day, and we are making a lot of folks happy with T.V."
J. E. MANKIN
GENERAL MANAGER
TELEVISION, INC.,
TYLER, TEXAS.

John W. Runyon, *Chairman of the Board*
Clyde W. Rembert, *President*

The Branham Company, ***Exclusive Representative***

KRLD-TV *Channel 4, Dallas*

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

TEXAS' MOST POWERFUL TELEVISION STATION

at deadline

CLOSED CIRCUIT

SENSITIVE to complaints about "top ten" and "top twenty" ratings selling radio short, A. C. Neilsen, head of company surveying ratings, is seriously considering dropping publication of such rating categories, it's learned authoritatively. Mr. Neilsen has contended he personally has opposed them, but that his clients insisted upon them. Vicious attack against ratings was made by Victor A. Sholis, WHAS Louisville, in keynote address three weeks ago before meeting of CBS Affiliates Committee.

DEMOCRATIC CONVENTION, determined to outdo Republicans on all counts, expected to get strongly worded plank in platform striking blow for free radio on parity with press. Having already capitalized on GOP blunders on refusal of admission of radio and television to committee conclaves, Democrats are throwing everything wide open and hope to cap climax with all-out position against censorship in all its aspects.

IN FURTHER radio-TV integrations at NBC (early story page 23), Davidson Taylor, now general production executive of NBC-TV, reportedly slated to become director of public affairs for both radio and television, with William R. McAndrew, TV director of public affairs and currently heading NBC's combined radio-TV staff for political convention coverage, set for post of director of news and special events for both radio and TV. In sales, though it's felt these posts ultimately will be integrated, for present Walter Scott, expected to remain as radio head along with George Frey as TV head, both under sales vice president John K. Herbert.

NOW THAT FCC has kept its commitment by hammering out 18 new TV authorizations, first since September 1948 [B•T, July 14], there are feverish negotiations in many markets looking toward consolidation of interests and consequent uncontested grants under channel-by-channel procedure. Alternative would be long drawn-out hearings. Though FCC has said it won't give preference to merged applicants, it nevertheless did not say "no" but will consider such "marriages" on case-by-case basis. Look for many more of them.

HOW LONG will Paul Walker continue to serve as FCC Chairman? That question has arisen repeatedly since he assumed chairmanship, last general view having been that he would serve perhaps until this fall. As of last week, it was reported that while he had had number of invitations to speak (as chairman) in November, he has held them in abeyance because he didn't know what his situation would be then.

EDWIN PAULEY, Democratic Party bigwig and southwestern oilman, reported dickering for Hollywood radio station—either KMPC or KFI. In case of KMPC, offers have hovered around $800,000 up. Pauley is principal in Television California, TV applicant for San

(Continued on page 6)

PETRILLO TO PROBE TV'S USE OF 'CANNED' MUSIC

AFM President James C. Petrillo Friday announced his intention of "taking a new, hard look at television's practice of supplanting live musicians with canned music." He declared, "We cannot stand idly by and see the new television industry go the way of radio." Unamplified announcement came as Mr. Petrillo wrote recording companies warning them that practice of making cut-rate recordings abroad with foreign non-AFM members, sometimes using AFM members with non-union men, violates their agreements with AFM to use only union members in recording. Similar Petrillo letter to booking agents pointed out that AFM members who record in conjunction with foreign musicians "place their membership in jeopardy."

RWG STRIKE SETTLEMENT EXPECTED

FINAL settlement in Radio Writers Guild strike against three networks in New York appeared imminent late Friday. RWG announced agreement had been reached with CBS and NBC and that it was trying to effect communication with ABC.

RWG said terms of settlement call for commercial fees on network sponsored programs and for $5-a-week differential for local commercial news shows if writer has 52 weeks of commercial news writing experience. Settlement, RWG said, also includes 11½% wage increase, retroactive to Oct. 1, 1951, and another of 3½%, effective Oct. 1, 1952. Overnight differential of 10% also included, according to RWG. (Basic salary before strike was $130 per week for personnel with 2 years experience.)

Strike started July 2, involving 67 writers in news continuity and other departments. Negotiations for settlement resumed last Tuesday when RWG removed pickets from network sites.

BUSINESS BRIEFLY

BAB-O RADIO SPOTS ● Dancer-Fitzgerald-Sample, N. Y., understood to be lining up 52-week campaign of 15 one-minute radio spots per week in approximately 100 markets on behalf of Bab-O, whose advertising account it takes over officially on Aug. 1 [B•T, July 14]. Stations reportedly are being asked to give special discount, on grounds that regular rate cards do not provide for spot purchases of this volume.

GENERAL FOODS HOUR ● General Foods Corp., to sponsor full hour each Thursday from 8 to 9 p.m. EDT, over NBC radio this fall with two programs, *The Roy Rogers Show* and *Father Knows Best*. Agency, Benton & Bowles, N. Y.

SOAP BOX DERBY ● General Motors Corp. (Chevrolet Motor Div.) to sponsor finals of 15th annual soap box derby at Akron, Ohio, over MBS on Aug. 10 (4:30-4:45 p.m. EDT). Agency, Campbell-Ewald, Detroit.

CHANGING TIMES SPOTS ● Kiplinger Washington Agency Inc., for its monthly magazine, *Changing Times*, will again use participating radio spots nationally on local programs, offering free copies of publication, beginning third week in August. Campaign initially will use three to six spots per week per market, length of contract and number of markets to be determined by response. Agency, Albert Frank-Guenther Law Inc., N. Y.

ABC CONVENTION LOSS

ABC was said Friday to estimate its financial loss on radio-TV coverage of Republican and Democratic conventions will approximate $500,000 by time final gavel sounds this week (early story, page 25).

CBS Rate Meeting Adjourns Until Thursday

TWO DAYS of network radio rate conferences between CBS Radio Affiliates' Committee and CBS officials adjourned late Friday afternoon with no conclusive decisions reached but with further sessions tentatively scheduled for Thursday.

Participants were silent on details, except to indicate that sessions remained in exploratory stage, with each side apparently "feeling out" other side. Top CBS official said he could report "neither progress nor lack of progress."

Inspired by affiliates' stand against feared network radio rate cuts by CBS, Thursday-Friday meetings were second set in which affiliates subcommittee, headed by George B. Storer, of Storer Broadcasting Co., have conferred with top CBS officials on incendiary rate question [B•T, July 14, 7].

Indications that NBC in its reintegration of radio-TV operations may also be considering joint rate for radio-TV (see story, page 23) were construed as additional pressure on CBS to solve its own rate problem quickly.

Last week's sessions were conducted Thursday, Friday morning, and Friday afternoon, with each side conducting lengthy conferences of its own Thursday night and between other sessions. CBS representatives included President Frank Stanton (part of time), Executive Vice President Joseph H. Ream (on Thursday), CBS Radio President Adrian Murphy, CBS Radio Administrative Vice President Kelly Smith, and CBS Station Relations Vice President Herbert V. Akerberg. Affiliates representatives: Mr. Storer; Victor A. Sholis, WHAS Louisville; John E. Fetzer, WKZO Kalamazoo; John Patt, Goodwill Stations; I. R. Lounsberry, WGR Buffalo, who also is chairman of Columbia Affiliates Advisory Board and Kenyon Brown, KWFT Wichita Falls, Tex. (Thursday only). Absent members of affiliates committee: Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston; William B. Quarton, WMT Cedar Rapids, and Hulbert Taft, WKRC Cincinnati.

for more AT DEADLINE turn page

at deadline

CROSBY FILM CONTRACT WITH CBS-TV

AGREEMENT under which CBS-TV Film Sales will represent Bing Crosby Enterprises in sale of BCE TV films for both national and syndication service announced jointly Friday by CBS-TV and BCE. *Crown Theatre, Hank McCune Show*, new *Rebound* series, *Chair on the Boulevard* and other program series described as "now in the final stages of production" will be offered by CBS-TV film sales under contract, which is effective immediately. United Television Programs, which has distributed BCE's *Royal Playhouse, The Chimp*, and *Rebound*, will continue to handle all three, with *Rebound* retitled *Counterpoint* while Louis Bromfield series produced by BCE remains with General Artists Corp. for national sales. UTP officials said agreement naming CBS-TV film sales as representative for forthcoming BCE films was effectuation of contractual right CBS-TV has held "from the beginning."

NEW AGENCY OPENS

W. ROBERT MITCHELL Inc., new advertising agency, opening at 111 East 56th St., N. Y. telephone Murray Hill 8-2190. Company headed by W. R. Mitchell, former executive vice president of Lawrence Boles Hicks Inc., New York, and prior to that vice president of Grant Adv. for five years, and account executive with McCann-Erickson, both New York. T. H. Sweeney, formerly with Chemical National Bank in executive capacity, and Sachiko Tasaka, former secretary with Hicks agency, are vice presidents. S. C. Mitchell is treasurer, and Thomas P. Curren, general manager. Among new accounts of agency is Barber-Ette Co., New York (home hair trimmers), which plans to use radio sports in advertising campaign.

NBC SCORECARD

BREAKDOWN of its radio-TV coverage of GOP convention and regularly scheduled shows it replaced reported Friday by NBC (see earlier story, page 24). NBC-TV devoted total of 70 hours, 27 minutes, with Philco sponsoring 61 hours, 50 minutes. Twelve hours, 45 minutes of TV network sponsored time was preempted. NBC radio coverage totaled 38 hours, 26 minutes, all sponsored by Philco, with 28 hours, 39 minutes of network commercial time preempted.

ADMIRAL REPORT

ADMIRAL CORP., Chicago, which is sponsoring ABC AM-TV coverage of national political conventions, reported Friday it used total of 48 hours and 56 minutes of TV time during week of July 7. Of this, commercials totaled 159 minutes, 57 seconds—293 minutes are allowed under NARTB code. Radio-wise, Admiral carried GOP convention 45 hours, with 102 minutes, 40 seconds of commercials. Maximum permitted was 270.

ZIV SERIES DEMAND

ORDERS for new Ziv series, *Freedom, U.S.A.* [B•T, July 14] have started to come in even before salesmen have begun to sell it, company said Friday, reporting KTAR Phoenix as first purchaser. Other early orders came from WMC Memphis, KARK Little Rock, WLEX Lexington, Ky., WGST Atlanta, and WSYR Syracuse.

In this Issue—

A NEW concept of the relationship between radio and television is emerging. It may mean so great a reintegration of the two media that eventually they will be sold at a single rate. Though its plans have not gone that far, NBC is unifying its radio and television operations and last week completed the top level reorganization to bring separate operations together again. *Page 23.*

HERE'S new light on a murky subject—the out-of-home radio audience. A new Kemper survey in Louisville shows how much listening goes on in automobiles and trucks. It amounts to a whopping 12% of all listening. *Page 26.*

NEW Videotown survey by Cunningham & Walsh shows some surprising things: Radio listening is increasing in established television homes, and so is televiewing. *Page 28.*

STILL adding up the high cost of covering the Republican convention, despite returns from coverage sponsorship *(Page 24)*, radio and television broadcasters today start the second half of the big special event. Democrats hope to be more telegenic than the Republicans were. They've promised a convention tailored to TV. *Page 25.*

HOW long will it take new television grantees to get on the air? KFEL-TV Denver, granted a fortnight ago, was to begin limited power operation over weekend. For others among the first to be cleared by FCC it will be Christmas at earliest. *Page 69.*

MANUFACTURERS of TV sending and receiving equipment swear they can meet demands created as FCC opens up new TV markets. The only real problem that may come up is a possible shortage of steel for towers, if the steel strike is prolonged. *Page 30.*

NEW television grants and applications begin on *Page 32.*

RADIO budget of Ralston-Purina's Chows division is eight times bigger now than it was 10 years ago. The reason: Radio reaches "more farm homes more frequently at a low cost per listener when farmers are in a receptive mood to selling." *Page 39.*

McFARLAND Bill becomes McFarland Law as President signs measure 24 hours before deadline. *Page 28.*

RADIO network gross billings last May were bigger than they were in April. TV network gross was down. *Page 29.*

OFFICIAL census figures on radio homes in Wyoming, latest state figures to be computed as the Census Bureau plugs away at its tabulating machines. *Page 27.*

Upcoming

July 21: Democratic National Convention, International Amphitheatre, Chicago.
July 23: BAB Sales Clinic, Milwaukee.
July 25: BAB Sales Clinic, Minneapolis.
July 28: BAB Sales Clinic, Denver.
(Other *Upcoming*, Page 38)

Closed Circuit

(Continued from page 5)

Francisco. NBC also has announced interest in Los Angeles radio property, to replace recently-sold KOA Denver.

MAJOR advertising and marketing interests are quietly hatching move to cut interval for population census from ten to five years. Tipoff to need for quinquennial nose-count seen in fact that one out of every five persons moves from one house to another every year.

ELECTION of GOP nominee Eisenhower this fall would assure continued strong White House support for Voice of America. General is vigorous advocate of intensified psychological warfare-U. S. information program. He is on record for general headquarters staff type of program, encompassing features of both World War II OWI and OSS. Former Gov. Harold Stassen, VOA and Ike supporter, would be possible long-shot for information post.

IF Broadcasting Corp. of America's four California stations, all now in receivership, are put up for sale, Joseph E. Gamble, president of KCMJ Palm Springs, Calif., intends to make bid for all four. Properties involved would be KPRO Riverside, KREO Indio, KROP Brawley and KYOR Blythe.

AGENCY executive, motion picture-radio star and broadcaster are among individuals combining to file shortly for VHF Channel 3 in Santa Barbara, Calif., moved there by virtue of recent agreement with Mexican government. In group who plan $300,000 investment are Arthur Marquette, Sherman & Marquette Inc. Chicago, who has home in Santa Barbara; Ronald Colman, Harry C. Butcher, owner of KIST Santa Barbara, and Collins Selph, formerly with KPIX (TV) San Francisco. Mr. Butcher becomes chairman of board and Mr. Selph, president and general manager with others holding interests varying between 15 and 20%.

KFEL Denver, first station to get post-freeze grant (VHF Channel 2) will probably affiliate with NBC to bring to Denver its first television service. All lines of communication and transportation hummed last week, following grant (1 of 18 so far made by FCC in last 4 years) to bring temporary rig into Denver for interim operation. Plans contemplate opening of station by Chairman Edwin C. Johnson of Senate Interstate & Foreign Commerce Committee who waged vigorous battle to end freeze. Denver is his home town. (See story page 69.)

WHILE NBC-TV and CBS-TV executives have privately expressed preference for signing VHF affiliates, they are expected to sign UHF stations in important markets if VHFs are not available. ABC-TV and DuMont both discussing affiliations with UHF licensees. No contracts yet reported.

MONEY cuts in Defense Production Administration-National Production Authority, including paring of personnel to process radio-TV set and station building applications, is further barometer of eased restrictions. Trend to relaxation of curbs on materials for manufacturers and self-authorizing method for broadcasters was pointed up by NPA authorities. Cutbacks will be reflected in NPA Industrial Expansion and Electronics Divisions, and among information specialists.

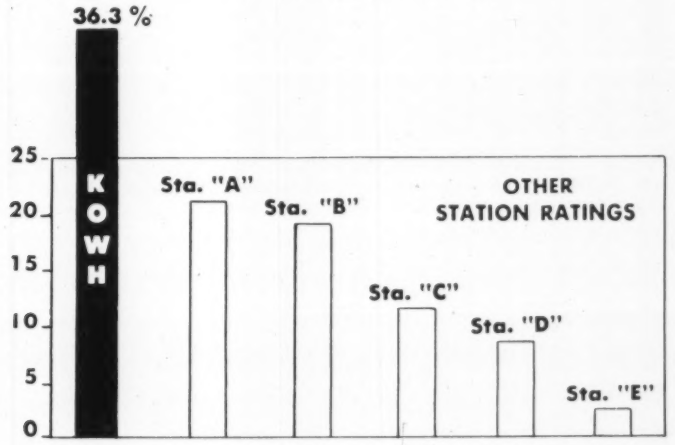
for more AT DEADLINE see page 102

All It Took was an Appetite...

. . . To earn Jonah an unusual cruise.

But you just can't keep a good man down, whether he be a Prophet or a radio personality!

The Omaha, Council Bluffs area has a "whale of an appetite" too, for the fare dished out by KOWH's eight top radio personalities. Seeing's believing, so get a load of the below Hooper share-of-audience averaged for October, 1951-May, 1952, 8 A.M.-6 P.M., Monday through Saturday!



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951 thru May, 1952.)

- *Largest share of audience,* in any individual time period, of any independent station in all America! (May, 1952.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

Advertisement

From where I sit
by Joe Marsh

An "Impressive Collection"

Dutch Miller, from Cookstown up in the hills, was in town yesterday to collect his "library." He's teacher up there—in a one-room schoolhouse.

Several weeks ago Dutch wrote a letter to me—asking if I could possibly lay my hands on some books so his school could start a library.

Well, just about everybody pitched in. Slats Foster painted a sign, "Books for Cookstown"—and put it on Sandy Johnson's truck. Then Sandy drove all over collecting. We wound up with 453 books—textbooks, workbooks, and plain good reading matter.

From where I sit, this was a fine demonstration of how people with different abilities can work together. It's too bad, though, there are still some among us who don't respect the other's right to have preferences for, say, political candidates or a choice of beverages. You may be a Democrat and like buttermilk, I may be a Republican and prefer a glass of beer—but in my "book," tolerance of these differences is what makes America great!

Joe Marsh

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BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

★ Cuts timing errors 50% ★ Reduces pitch changes ★ Splice-free

It's the new "Scotch" brand dry-lubricated magnetic tape on the new 7" professional reel!

NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of 2¾" compared with the 1¾" diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

★ A new, improved tape for this new, improved reel!

- **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in almost any condition of heat or humidity!
- **100% SPLICE-FREE!** Tape supplied on the 7" professional reel is guaranteed to be completely free of splices.
- **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

See your distributor for a supply of 7" professional reels and new dry lubricated tape!

SCOTCH BRAND
Magnetic Tape

3M COMPANY

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

PULLING POWER

OF RADIO VS. NEWSPAPERS SHOWS

RADIO has distinct MARKET of its own...

In 4 consecutive ARBI surveys of sales impact of radio versus newspaper advertising, it was proved that radio is necessary to cover the complete Rochester, N. Y. market.

Four Rochester radio stations participated* in each 2 or 3 day test. ARBI tests showed:

RADIO outpulled newspapers in 3 out of 4 tests in dollar value of purchases.

RADIO brought largest percent of shoppers who purchased merchandise in 3 out of 4 tests.

RADIO produced the largest percentage of store traffic in 3 out of 4 tests.

RADIO produced a large gain in business in all tests.

RADIO definitely proved it reaches an audience of its own—not duplicated by newspapers in the Rochester market.

Ask your nearest Hollingbery man for the details of this test; and also the complete factual story of WHAM's position as the No. 1 radio buy in the 16 county Rochester area.

* Stations participating in 4 joint ARBI surveys in Rochester, N. Y., were WHAM, WARC, WRNY, WVET

The **STROMBERG-CARLSON** *Station*

WHAM

Rochester, N.Y.

Basic NBC - 50,000 watts clear channel - 1180 kc

GEORGE P. HOLLINGBERY COMPANY, ***National Representative***

open mike

Names & Places

EDITOR:

I wonder if you would be good enough to forward me a list of towns in which television applications have been filed. If at all possible, I would appreciate receiving the names of the applicants also . . .

Grace McMullan
Timebuyer
Gardner Advertising Co.
St. Louis

[EDITOR'S NOTE: BROADCASTING • TELECASTING has published lists of applications filed each week, with full details of each application. Miss McMullan and other readers may find a complete record of applications in the issues of B•T published since April 21.]

* * *

No More, No Less

EDITOR:

Congratulations to WWJ Detroit for its ad in today's BROADCASTING • TELECASTING [July 7] upholding sanctity of rate card. Its slogan "Nobody buys for less, nobody pays more" is worth repeating and repeating. . . It's heartening to know that WWJ voices a rate philosophy which guarantees the continued growth of every station which adopts it.

Thomas B. Tighe
Station Manager
WJLK Asbury Park, N. J.

* * *

Oops & ERPs

EDITOR:

. . . I should like to point out a slight mistake that was made in the listing on WIBC's television application in the BROADCASTING • TELECASTING issue of July 14. The condensation of our application as published showed "ERP 50 kw visual, 25 kw aural."

Actually the effective radiated power proposed in our application is 300 kw visual and 150 kw aural.

Since we estimate that this TV plant will cost a tremendous amount of money, we want to be sure of being credited with our full amount of power.

R. M. Fairbanks
Pres. & Gen. Mgr.
WIBC Indianapolis

* * *

Some Fund

EDITOR:

Thanks a million for . . . running the story on page 92 of the July 7 issue of BROADCASTING • TELECASTING regarding the WFDF fund-raising drive to send the Whalev Home youngsters to summer camp.

You'll probably be interested in knowing how the thing finally came out, particularly in view of the fact that the big Bing Crosby-Bob Hope Telethon did so poorly in having their pledges materialize into actual donations. We received pledges for $1,150 and we actually collected $1,154. So we did a little better than 100%. . . .

Lester W. Lindow
General Manager
WFDF Flint, Mich.

* * *

Civics Lesson

EDITOR:

A slight correction re: veto [page 91, B•T, July 14]. [President] Truman could not outright veto the McFarland Bill since Congress has adjourned and he cannot return the bill to the Senate. A pocket veto does not become effective 10 days after adjournment of Congress.

If the President does not sign the bill within 10 days after it was *sent to him* (July 5, here) it is pocket vetoed, Congress having adjourned in the meantime. The date of adjournment is immaterial as long as it is less than 10 days after the bill was sent to the White House. Sundays don't count. July 17 [was] the last day for signing.

John W. Willis
Washington, D. C.

[EDITOR'S NOTE: Thanks to Attorney Willis for straightening out our civics. As reported elsewhere in this issue, the President beat the deadline by one day.]

* * *

Suggestion Box

EDITOR:

I have just had a thought for the radio and television industries and would like [to hear] opinion on its merits.

. . . I suggest the following terms be substituted [for "advertising"].

*Air*vertising for radio and *tel*vertising for television.

What do you think?

Mark O'Brien
Promotion Manager
WLCS Baton Rouge, La.

[EDITOR'S NOTE: Do readers have an opinion?]

* * *

Applause

EDITOR:

. . . I think you are doing a most wonderful job in reporting on both radio and TV fronts, and sometimes I marvel at how you have kept up your swell book with all the things hopping in the industry.

Lincoln Dellar
President
KXOA Sacramento, Calif.

Special to time buyers:

all summer long

MILLIONS OF AMERICANS

will listen

Only to FM

insist on FM in your schedule and get complete radio coverage

This year FM listening is headed for new and greater popularity. The baseball season and political events have made America more radio-minded than ever. And when every word counts, millions have learned to count on FM.

Yes—millions have discovered how FM cuts through static and interference to give realistic reception even during summer storms. With the "summer static season" on its way, many will turn to FM programs exclusively.

All this is good news for you. It means your sales message will reach a larger audience—and reach it more effectively—when you include FM.

Special to Broadcasters:

Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.

R2221

ZENITH *LONG DISTANCE* RADIO and TELEVISION — THE ROYALTY OF RADIO AND TELEVISION

ZENITH RADIO CORPORATION, Chicago 39, Illinois

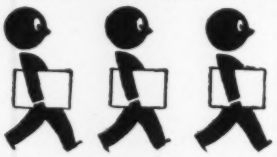
WDEF
CHATTANOOGA, TENNESSEE

has more audience, all morning, in Chattanooga than the next two network stations combined!

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

Represented by BRANHAM



agency

SELIG J. ALKON, vice president in charge of Rand Adv. agency's Los Angeles office, named vice president in charge of New York office, effective Aug. 4.

ARTHUR W. WEIL Jr., Hirshon-Garfield Inc., N. Y., elected a vice president.

J. ERWIN PERINE, account executive, Abbott Kimball Co., N. Y., elected vice president in charge of agency's home furnishings division.

LORENZO RICCIARDI, J. Walter Thompson Co. International, returns to Italy after six months in New York office.

GEORGE T. DURAM, account executive, C. E. Hooper & Co., named media director, Geyer, Newell & Ganger, N. Y.

Mr. Duram

FRED W. DODGE to creative staff at Fuller & Smith & Ross, Chicago.

PHELPS JOHNSON, creative director, Campbell-Mithun, Chicago, and ERNEST W. TURNER, executive art director in Minneapolis office, elected agency vice presidents.

ERNEST CAMP Jr., copy chief, Tucker Wayne & Co., to Acme Adv., Athens, Ga., as copy director.

JOHN M. WILLEM, Leo Burnett Co., Chicago, heads convention committee for fall meeting of Central Council, American Assn. of Adv. Agencies, scheduled for Oct. 9 and 10 at Chicago's Drake Hotel.

JORDON BARLOW, publicity account executive, BBDO, N. Y., to public relations staff, Foote, Cone & Belding International.

ROBERT STEFAN, writer-producer, KTLA (TV) Hollywood, to BBDO, that city, as TV producer. LARRY ALTEO, TV producer with New York office, transfers to Hollywood.

WILLIAM WILLIS, J. Walter Thompson Co. Ltd., Toronto, forms own agency, W. A. WILLIS Adv. Ltd., 220 Richmond St. W., Toronto.

EILEEN HOWARD NOLAN, Grey Adv. and Robert W. Orr & Assoc., named fashion copy supervisor of Abbott Kimball Co., N. Y.

DONALD W. THORNBURGH (extreme right), president-general manager, WCAU-AM-FM-TV Philadelphia, chats with New York ad executives during visit to the new WCAU Radio-TV center. Others (l to r) are Walter Bowe, timebuyer, Hewitt, Ogilvy, Benson & Mather; Walter Koons, account executive, Fuller & Smith & Ross; Dorothy Fesler, timebuyer, McCann-Erickson, and Frank Silvernail, account executive, BBDO.

XUM

beat

HERBERT F. GUENIN to Ruthrauff & Ryan, Chicago, as account executive. He is former advertising manager of new Home Instrument Dept., RCA Victor, Camden, N. J.

BILL TREADWELL, public relations director of the Tea Council, N.Y., to Leo Burnett Co., that city, as head of new public relations department, effective Oct. 1. Mr. Treadwell will handle publicity for International Harvester, Tea Council and radio-TV publicity for Kellogg Co.

TRUMAN C. WHITEMAN Jr., Kenyon & Eckhardt, N. Y., to Walker Representation Co., radio & TV station representative, that city, as account executive.

MARCELLA MAYNARD, Huber Hoge & Sons, N. Y., to Rand Adv. Hollywood, as timebuyer.

JOE ROBERTSON, assistant production manager, The Caples Co., L. A., named publicity director.

Mr. Frandsen

TOM FRANDSEN, sales manager, KMPC Hollywood, to The Irwin Co., Beverly Hills, as vice president and member of board of directors.

CHARLES EATON, Compton Adv., N. Y., to Dancer-Fitzgerald-Sample, that city.

Dr. A. B. BLANKENSHIP, senior associate with Stewart Dougall & Assoc., N. Y., research organization, to Young & Rubicam, that city, as manager of research department.

RICK TERRY, KLAC-TV Hollywood, to Foster & Kleiser, L. A., as account executive.

JUDSON IRISH, Compton Adv., N. Y., to Hewitt, Ogilvy, Benson & Mather Inc., same city, as copy supervisor.

AVRUM M. SCHULZINGER to copy staff, Betteridge & Co., Detroit.

MELDRUM & FEWSMITH Inc., Detroit, moves to 135 N. Woodward Ave., Birmingham, Mich. Telephone: Midwest 4-9800.

CHARLES LEE HUTCHINGS, copy chief, French & Preston, N. Y., to Creamer & Co., Hollywood, as creative director.

TED SERMAN, account executive and media director, Arnold & Co., Boston, inducted into Armed Forces.

PAUL NEBENZAHL, Cramer-Tobias-Meyer Inc., N. Y., appointed executive vice president of Lester Harrison Inc., N. Y., Mr. Nebenzahl will direct agency's retail sales promotion activities.

ALICE RYDELL, sales promotion manager, Wurzburg's, Grand Rapids, to Shivell-Hall Co., N. Y.

MARTIN SAVELA, copy staff, Young & Rubicam, N. Y., and formerly associated with Needham, Louis & Brorby, that city, to Stephen Goerl Assoc., N. Y.

SAM RIKLIN, account executive, Pitluk Adv., San Antonio, installed as president of city's Junior Chamber of Commerce and commander of American Legion Post 114.

IRVING KIPNES to Cohen & Miller, Washington, as account executive.

YOU GET THAT PERSONAL-ITY TOUCH...

...PLUS...on RUTH ANNE'S KINDERGARTEN, WMAL-TV's popular kiddie show—4:00 to 5:00 p.m., Mon. thru Fri. "**One of local Video's brightest hours.**" says Bernie Harrison of the Washington Times-Herald. It's also **YOUR** brightest hope for **maximum sales results,** for where else can you find a star whose fans follow, without question, her advice on food, games, and behavior—whose "Personal-ity Touch" is your Midas Touch to **SALES?**

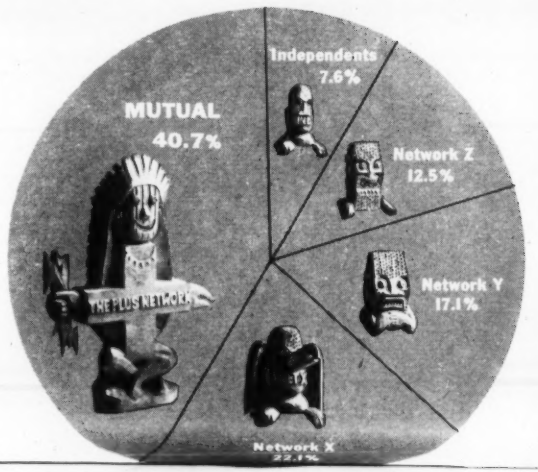
Call or Wire
The KATZ AGENCY, Inc.
or WMAL-TV Sales Department

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

high man

Mister PLUS stands for the one network that dominates radio listening—by nearly 2 to 1—throughout *"Non-TV America"*... that 45-state market where 60,000,000 customers live and listen... where *there are as many radio homes as there are TV homes in the entire U.S.*... and where Mutual has 416 stations, more than the other three networks combined.



Actual Listening in Non-TV America

(Day and Night All Week Long)

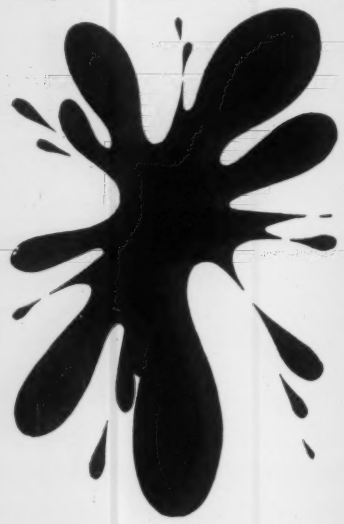
This chart summarizes the findings of a 1,000,000-interview study (by J. A. Ward, Inc., Feb-Mar, '52) in 151 markets in 45 states... distributed for accurate sampling of the total U.S. area where TV cannot be seen. Included, in proper proportion, are non-MBS markets, MBS-only markets, and markets shared by MBS with 1, 2, and 3 other network stations. Full proof of Mutual dominance is available on request.

low man

Mister PLUS also stands for the one network that traditionally offers the *lowest-cost* route to sales success in all radio. Today especially, Mutual is so geared to the current advertising economy that its clients can continue to depend on the *lowest-scaled rate card* in the business—and consistent delivery of PLUS-values which no other broadcasting network can match.

the **mutual** *network of 560 affiliates*

...THE NUMBER ONE ROUTE TO NON-TV AMERICA...
AND THE LOWEST-COST ROUTE TO ALL AMERICA



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

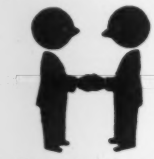
IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 on FM

Represented by NBC Spot Sales



feature of the week

WOR-TV New York last Saturday began its "revolutionary programming concept," an all-night television show.

The new variety show, as yet untitled, is telecast from midnight to 5 a.m. weekdays, and from 11:30 p.m. to 6 a.m. Saturdays. It is available to sponsors on a participating basis.

Fred Robbins, well-known record spinner, is host on the new program. Mr. Robbins will guide a variety show format, built on a framework of filmed presentations, recordings, celebrity appearances, news, weather reports and sports.

Directed by Hank Leeds, the show will consume 34 hours weekly. Harvey Marlowe, WOR-TV's program chief, added that while celebrities will be featured, arrangements have been made for an agent's and producer's corner which will provide a showcase for new talent.

Mr. Robbins is noted for his *Columbia Record Shop, The Talent Shop, Songs For Sale, Cavalcade of Bands* and *Chrysler Bandstand.*

* * *

DISCUSSING last-minute details of the all-night program are (seated l to r) Mr. Robbins and Glenn Taylor, vice president of General Teleradio Inc., WOR-AM-FM-TV licensee; standing (l to r) are Bob Mayo, WOR-TV sales director, and Mr. Marlowe.

strictly business

NORMAN ALMONY
. . . upped sales for National Brewing

* * *

FOR nearly 20 years Norman S. Almony, manager of advertising and sales promotion, has been trying out, with notable success, various ways of stimulating the sales of National Brewing Co., Baltimore.

Apparently with something of the sort in mind, he left the relatively quiet campus of Bliss Electrical School, just beyond the Washington, D. C., boundary, to sell Coca-Cola. The highly competitive soft-drink field served as a two-year proving ground for the young salesman as he learned tricks of the trade at Coca-Cola Bottling Co. of Baltimore.

Mr. Almony resigned his Coca-Cola connection Oct. 1, 1933, to take a job with National Brewing Co. His first assignment was to open a branch in the nation's capital. That accomplished, he served National Beer in the following capacities: Washington division manager; traveling sales manager throughout the East, opening new markets for National Premium Beer; superintendent of transportation, and manager of distributor sales.

Thoroughly grounded in the sales and distribution end of the beer business, he was a logical choice for advertising manager and was named to this position May 1946. Just two years later he was promoted to his present post as manager of advertising and sales promotion.

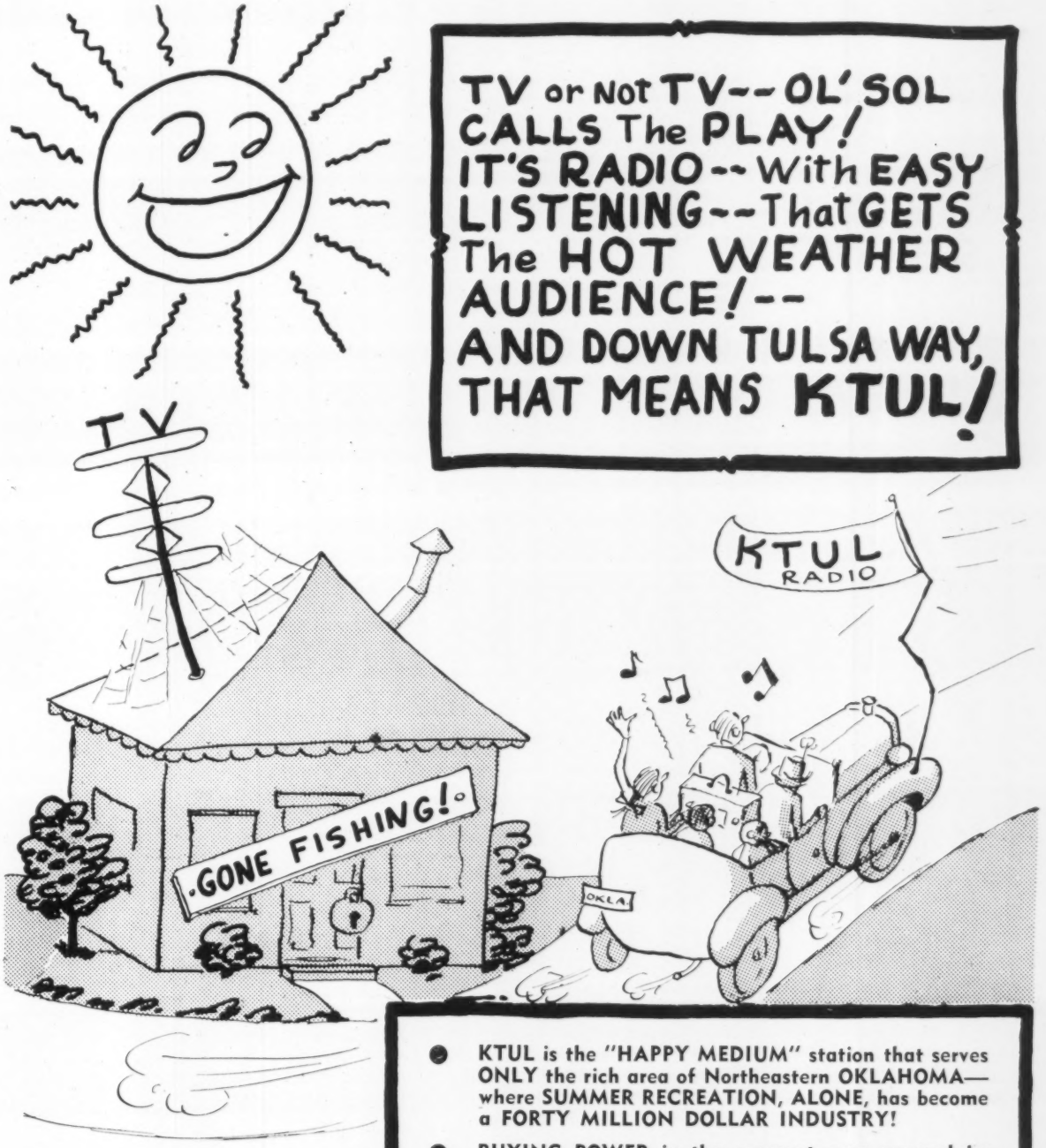
About the time Mr. Almony was shifted to advertising in the company, he began to take an interest in television. Baltimore was one of

(Continued on page 20)

It's Coverage that Counts!

Lady Godiva certainly knew the value of coverage, except that her charms were covered by her beautiful tresses. Here at WBRE the bare facts are plain to be seen, that it is the "must" buy to reach this 3rd largest populated market in a leading mining-manufacturing area of Pennsylvania.

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE


TV or NOT TV--OL' SOL CALLS The PLAY!
IT'S RADIO--With EASY LISTENING--That GETS The HOT WEATHER AUDIENCE!--
AND DOWN TULSA WAY, THAT MEANS KTUL!
TV
KTUL RADIO
·GONE FISHING!·
OKLA

- KTUL is the "HAPPY MEDIUM" station that serves ONLY the rich area of Northeastern OKLAHOMA—where SUMMER RECREATION, ALONE, has become a FORTY MILLION DOLLAR INDUSTRY!
- BUYING POWER in the compact area covered by KTUL is GREATER than anywhere else in WEALTHY OKLAHOMA!
- KTUL has MORE LOCAL PROGRAM SPONSORS than ALL OTHER network radio stations in TULSA combined.

The AUDIENCE ACTION STATION

KTUL
TULSA

JOHN ESAU—Vice President—General Manager

- **CBS Radio**
  IN NORTHEASTERN
  OKLAHOMA

- *AVERY-KNODEL, Inc.*
  National Representative

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

Easy PICKINS IN THE COTTON FIELD!

- Yes . . . "pickins" can be easy *and* profitable in New Orleans, if you select WDSU for the job. Recently, a large department store* tested their advertising of a cotton piece goods sale. In the test, they used an equal expenditure for: radio spots on WDSU; and advertising in a competing medium.
- Advertising Research Bureau, Inc. conducted an impartial survey among customers who swarmed into the store. Results showed that 37.8% had heard the sales news on WDSU! Only 19.3% had seen the advertising in the other medium.
- In total dollars spent, WDSU's radio customers accounted for 40% of the sales, while the other medium's customers accounted for only 18.8% of the sales.
- Dollar for dollar, WDSU proved a far more profitable medium in both attracting customers and influencing them to buy. In whatever "field" your sales problem lies, WDSU can deliver effective and profitable results in the "Billion Dollar New Orleans Market"!

* (Name and details on request)

- Write, Wire, or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS CBS

new business

Spot • • •

DRUGGISTS' SUPPLY Corp., N. Y., planning special radio spot campaign on 250 stations in 105 markets first two weeks in Dec. to promote Christmas gift buying in drug stores. Agency: Ruthrauff & Ryan, N. Y.

BRUNO-NEW YORK Inc., N. Y. (distributor of RCA Victor TV sets), purchased time on seven radio and three TV stations in N. Y. July 7-13 to introduce "Magic Monitor" TV line. Estimated $50,000 was allotted for campaign. Agency: Arnold Cohan Corp., N. Y.

NORTH AMERICAN VAN LINES Inc., L. A. (drayage firm), renews *Let's Go Hollywood* on 38 CBS Pacific & Mountain radio stations, Sun., 1:15-1:30 p.m. PDT, for 13 weeks from July 27. Agency: Castor & Assoc., that city.

LOOZ PRODUCTS, L. A. (dietary supplement), has added two quarter-hours of *Stewart Craig*, health commentator, to already scheduled five weekly broadcasts on 57 ABC radio stations, Tues., 10:15-10:30 p.m., Thurs., 3:15-3:30 p.m. PDT, for 13 weeks from July 1. Firm also sponsors *Stewart Craig*, five times weekly on 28 CBS Pacific radio stations on varied schedule. Agency: Dean Simmons Adv., L. A.

U. S. BEDDING Co., St. Paul, will introduce new King Koil Springwall mattress with national TV spot campaign this summer. Agency: B. E. Fischbein & Assoc., Minneapolis.

THE RICH PLAN Corp., L. A. (Food-Freezer organization), started Homer Griffith in *The Friendly Philosopher* transcribed on KECA Los Angeles, KGO San Francisco and KUKI Ukiah, Mon. through Fri., 11:15-11:30 a.m. PDT, for 13 weeks from July 7. Plans call for expansion of program to approximately 25 more markets. Agency: Calvert & Perry Adv., Hollywood.

Network • • •

FLAKO PRODUCTS Corp., New Brunswick, N. J., sponsoring 10:25-10:30 a.m. portion of *Galen Drake Show* on CBS Radio, Sat., 10:15-10:30 a.m. EDT. Agency: H. B. LeQuatte Co., N. Y.

SINGER SEWING MACHINE Co., N. Y., to sponsor *Four Star Playhouse* film series on CBS-TV effective Sept. 25 alternate weeks for 26 weeks, Thurs., 8:30-9 p.m. Total expenditure expected to reach more than $3 million if options beyond 26 weeks are taken up. Agency: Young & Rubicam, N. Y.

SCHICK Inc. (electric shavers) and THOMAS LEEMING & Co., (Silk 'n' Satin hand lotion) signed to sponsor CBS-TV's *Jackie Gleason Show*, which starts Sept. 20, Sat., 8-9 p.m. EDT. One sponsorship availability remains open. Schick sponsorship stars when series opens; Leeming's starts Oct. 11. Agency for Schick is Kudner Agency, N. Y.; for Leeming, William Esty Co., N. Y.

Agency Appointments • • •

KNAPP-MONARCH Co., St. Louis, names Olian Adv., same city, for its home appliance division. TV will be used for Liquidizer and Chefster items.

GRAHAM Co., N. Y., appoints Hilton & Riggio Inc., same city, for Redbow nuts and dried vegetables. Firm plans use of TV.

GREENE-HALDEMAN, L. A., Chrysler-Plymouth new car dealer, appoints Jordan Co., same city. RICHARD BRADLEY is account executive. Radio will be used.

CHICAGO WESTERN Corp., Chicago (Pinafore canned chicken), appoints Grant Adv., that city. Radio is being used.

BENDIX HOME APPLIANCES, South Bend, Ind., names Earle Ludgin Agency, Chicago. ERIK ISGRIG is account executive.

H. A. CHURCH Co., Chicago, distributor of Metallic X household mending cements, appoints Buchanan & Co., same city. Radio and TV will be used.

MRS. CHAPMAN'S HOME FOODS, L. A. (Woody's Bar-B-Cue products

(Continued on page 20)

XUM

Better Buy KRNT

KRNT... FIRST
in morning audience!

KRNT is first in all 22 rated periods between 6:00 a.m. and 12 noon.

KRNT... FIRST
in afternoon audience!

In 24 rated periods between 12 noon and 6:00 p.m., KRNT scores 21 firsts (1 tie), 2 seconds and 1 third!

The Big-Time Buy in Des Moines!

KRNT... FIRST
in evening audience!

KRNT scores 42 firsts (2 ties), 17 seconds and 4 thirds in 63 half-hour periods between 6:00 p.m. and 10:30 p.m.

KRNT... FIRST
morning — afternoon — evening!

In a total of 109 weekday-rated periods, KRNT has 85 firsts (3 ties)!

Big-Time All-the Time!

- Biggest Hoopers Day and Night
- Big CBS and KRNT Stars
- Big-Time Promotion
- Big-Time Market

BUY THAT Very highly Hooperated, Sales results premeditated, CBS affiliated Station in Des Moines!

KRNT

DES MOINES.

THE REGISTER AND TRIBUNE STATION

Represented by THE KATZ AGENCY... SOURCE: C. E. Hooper Des Moines Audience Index, April, 1952

New Business

(Continued from page 18)

Kings Tropical Inn salad dressing), names Ross Roy Inc., Hollywood. TV is being used.

GENERAL BEVERAGES MIDWEST, Peoria, Ill., appoints Mace Adv., that city. Radio-TV will be used.

FREE SEWING MACHINE Co., Beverly Hills (Free-Westinghouse, New Home machines), appoints Erwin, Wasey & Co., L. A.

SANNA DAIRIES, Madison, Wis., names Ruthrauff & Ryan, Chicago. **PERCY GRAHAM** is account executive. Radio is being used.

NEW DEPARTURE Div., General Motors Corp., Bristol, Conn., names D. P. Brothers & Co., Detroit.

Adpeople • • •

DONALD ANDERSON, account executive, Biow Co., N. Y., to Colgate-Palmolive-Peet Co., same city, as assistant advertising manager.

GEORGE A. EXLINE, advertising staff, Goodyear Tire & Rubber Co., Akron, Ohio, elected president of Advertising Production Club of Cleveland.

E. A. KORCHNOY, president of Hat Research Foundation, elected vice president and advertising director of Frank H. Lee Co., Danbury, Conn. (men's hats).

S. LEE MILLER Jr., district division sales manager, Hunt Foods Inc. Fullerton, Calif. (canned fruits, vegetables), to head export and government sales division. He succeeds **WALLY REID** who resigned. **WILLIAM ALVAREZ**, account executive for Southern Calif. and Nev., shifts to Caribbean, Central and South American areas. **JAMES GROOM**, sales manager in Chicago, transfers to Northern Calif. area in similar capacity. He succeeds **HOWARD FLYNN** who has retired.

AMERICAN THERMOS BOTTLE Co., N. Y., appoints Ruthrauff & Ryan, same city, effective Jan. 1, 1953.

Strictly Business

(Continued from page 16)

the early television cities and National beer became one of the early television sponsors. In his advertising-sales promotion role he is given most of the credit for the development of a series of TV programs said to make National Brewing Co. the largest single-market buyer of TV time in the nation.

National has a basic distribution area in the mid-Atlantic region, plus spots around the country where its Premium beer is popular. TV offers the chance to buy on a single-market basis and National beer now sponsors nine hours of video programming a week plus a heavy schedule of spot annoucements.

Norman Almony was born in Baltimore Aug. 2, 1905. He attended Baltimore elementary schools and studied electrical engineering at Johns Hopkins U., George Washington U. and Bliss Electrical School. At Bliss he wound up as teacher of mathematics and director of athletics, finally getting into sales.

Retains Interest in Sports

He has kept up his interest in sports, dividing main attention between bowling and golf. A former major league bowler, he still spends one night a week with a team in the Country Club League. His golf isn't quite so spectacular but he generally goes around in the low 90s. Mrs. Almony, the former Miriam Levola Miller, and daughter Barbara, are active golfers. Mrs. Almony is a member of the "Wagner Cup" team at Country Club of Maryland and Barbara is a steady golfer at Western Maryland College, where she is majoring in economics and business administration.

Last year Mr. Almony was president of the National Duck Pin Bowling Congress. He is a member of the Masonic order, Downtown Lions Club of Baltimore, Touchdown Club of Washington, Baltimore Ad Club, Country Club of Maryland, Baltimore Press Club, Executive Sales Club of Baltimore, Elks, Maryland State Golf Assn. and an honorary member of the Washington Police Pistol Club.

MORE *for your* MONEY

...WGN is your bargain buy in the Middle West... delivering the greatest coverage and reaching the largest number of homes per week... 260,100 more homes per week in the daytime and 302,750 more homes in the nighttime than the second station.*

...Get the most out of your advertising dollars... buy radio... and make WGN your basic buy in the Middle West.

*1949 BMB

A Clear Channel Station... Serving the Middle West

MBS

WGN

Chicago 11 Illinois

50,000 Watts

720 On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee

Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peach Street

Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

NATIONAL SPOTS

WLW Signs $300,000

WLW Cincinnati officials said last week the station has signed new billings totaling more than $300,000 for national spot sales covering July, August and September.

Norman Cash, WLW general sales manager, said the amount, signed within 10 days, was a near record for the station. He said WLW can "deliver advertising messages at a lower cost per impression than any other media in one-tenth of America." He said clients were in the drug, appliance and food fields.

Vic RADIO PROFIT Diehm Says:

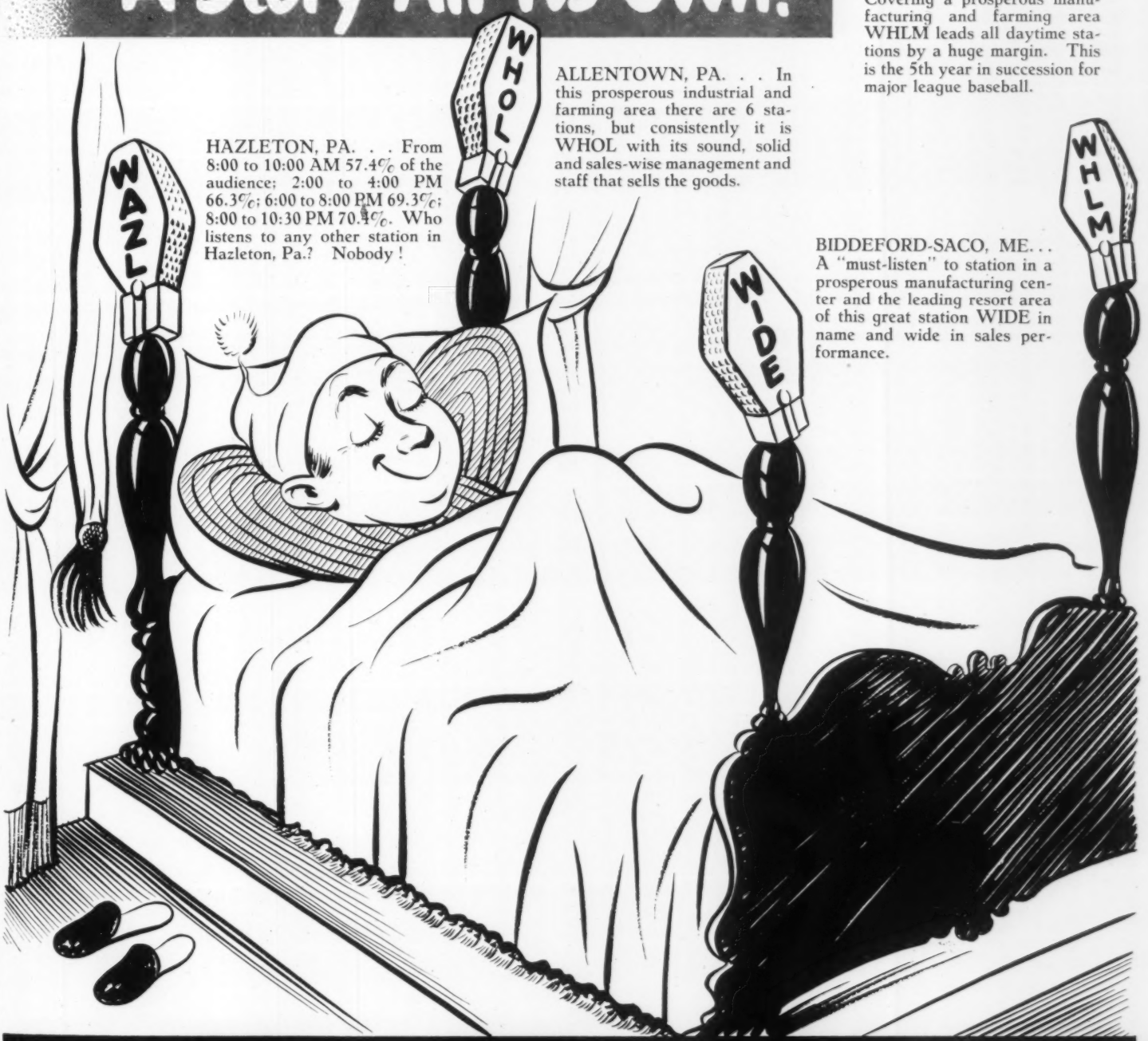
"My '4 Poster' Can Tell A Story All Its Own!"

HAZLETON, PA. . . . From 8:00 to 10:00 AM 57.4% of the audience; 2:00 to 4:00 PM 66.3%; 6:00 to 8:00 PM 69.3%; 8:00 to 10:30 PM 70.4%. Who listens to any other station in Hazleton, Pa.? Nobody!

ALLENTOWN, PA. . . . In this prosperous industrial and farming area there are 6 stations, but consistently it is WHOL with its sound, solid and sales-wise management and staff that sells the goods.

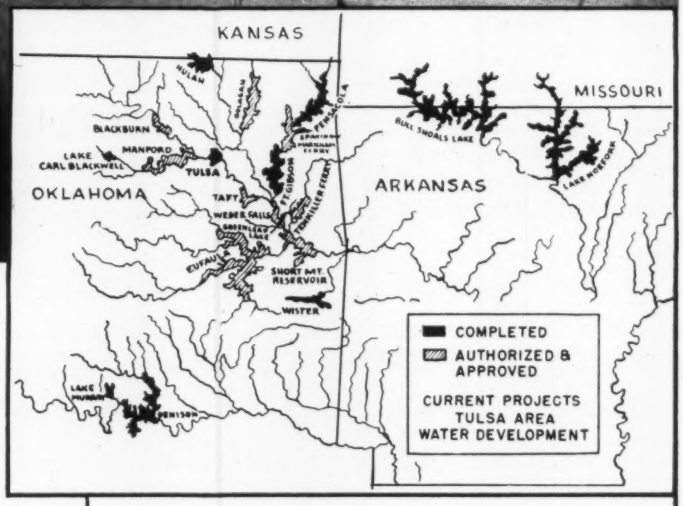
BLOOMSBURG, PA. . . . . Covering a prosperous manufacturing and farming area WHLM leads all daytime stations by a huge margin. This is the 5th year in succession for major league baseball.

BIDDEFORD-SACO, ME. . . A "must-listen" to station in a prosperous manufacturing center and the leading resort area of this great station WIDE in name and wide in sales performance.



WAZL	WHOL	WHLM	WIDE
HAZLETON, PA. NBC-MBS	ALLENTOWN, PA. CBS	BLOOMSBURG, PA.	BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Robert Meeker Associates).		(Owned and Operated by Harry L. Magee).	(Represented by Edward Devney).

KVOO "First Again"



Above map shows tremendous lake development in Eastern Oklahoma, Western Arkansas and Southwest Missouri where outstanding recreational and industrial opportunities are now being realized. This represents but a part of vast water and power resources available in KVOO area.

Adding new lustre to a long record of "firsts" in radio broadcasting is the "KVOO AREA DEVELOPMENT DEPARTMENT". Believing that our responsibilities extend into the future as well as the present, and that the needs and opportunities of the area we serve can be helped through better coordination of area efforts and interests, KVOO established this new, full time department May 15th.

Headed by Tom DeVore, formerly KVOO Program Director, the KVOO Area Development Department is now busily at work in cooperation with chambers of commerce, civic clubs, vacation and recreational groups, and other organizations whose prime interests are building a greater Southwest.

This is the kind of broadminded, unselfish service which has built Oklahoma's Greatest Station to its present enviable stature. It is the kind of service which makes advertising heard on this station have a great "plus value" for sponsors.

If *you* want to put *your* product advertising *first* in this market use the *first* station in the area . . . It's KVOO, of course, Oklahoma's Greatest Station!

RADIO STATION KVOO

NBC AFFILIATE

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

BROADCASTING

Vol. 43, No. 3 JULY 21, 1952

ONE RATE FOR RADIO-TV SEEN POSSIBLE

UNTIL now in bitter competition with each other, radio and television may be heading toward conciliation. A new concept of their role as complementary, rather than competitive, advertising services is growing up in unrelated places. At NBC, the first network to rip itself into two autonomous operations, reintegration is the order of the day. And elsewhere radio and television services are already selling jointly.

NBC Reunification Completed at Top

By RUFUS CRATER

NBC's program of radio-TV reunification was completed at the top level last Friday with Joseph H. McConnell's announcement of new titles, duties, and departmental consolidations in the move to bring radio and television operations closer together.

On the heels of the appointments of Sylvester L. (Pat) Weaver Jr. as vice president in charge of both radio and TV networks and of Frank White as vice president and general manager of both [B•T, June 12], President McConnell reported that effective today (Monday) the following additional changes will be made:

● Charles R. Denny, who has been executive vice president, becomes vice president with direct responsibility for NBC's owned-and-operated radio and TV stations, the company's public relations, and staff engineering activities, plus special assignments for the president.

● Edward D. Madden, who has been vice president in charge of television network operations and sales, becomes vice president and assistant to the president.

● John K. Herbert, heretofore vice president in charge of radio network sales, becomes vice president in charge of both radio and television sales, with George Frey, vice president and director of television network sales, reporting to him.

● Charles C. Barry, who has served as vice president in charge of radio network programs, becomes vice president in charge of both radio and television programs.

● Frederic W. Wile Jr., who has been vice president in charge of television network production, becomes vice president in charge of both radio and television production. His supervisory responsibilities will include radio-TV technical services and the functions heretofore handled by the television network operations department as part of Mr. Madden's responsibilities, plus the functions of the program services department, which is now a part of Integrated Services under Vice President William S. Hedges.

● Ruddick C. Lawrence, who has been manager of television sales development, moves into the newly-created post of director of promotion, planning and development, where he will coordinate the advertising, promotion, planning and research activities for both the radio and television networks.

● Charles J. Creswell, who has been controller for the TV network, becomes controller for both radio and television networks.

● Henry Sjogren, who has been controller for the radio network, becomes controller for owned-and-operated stations.

While these far-reaching changes round out the realignment of NBC's top staff organization, further consolidations down the line are in progress and will continue until the unification process is complete.

There appeared no question that a substantial cutback in total personnel may be achieved, both through dismissals and non-filling of vacancies, but authorities would not speculate on how far this cutback might go.

The department changes were accompanied by revisions in the chain of command.

Messrs. Herbert (sales), Barry (programs), and Wile (production) will report to General Manager White, and, additionally, so will Harry Bannister, station relations vice president, Robert Sarnoff, recently named vice president in charge of the film division, and the heads of three major staff functions which serve radio and TV network operations directly. These are:

Sydney H. Eiges, vice presi-

(Continued on page 27)

Will Both Media Be Merged to One?

By SOL TAISHOFF

A WHOLLY new approach to the radio-TV problem is emerging and conceivably could result in the two media being sold at a single rate and with a single programming cost.

The idea—obviously one that will incubate for months—appears to have developed in several quarters at about the same time. It was stimulated by the resumption of granting of television stations, following the four-year freeze, and the eventual operation of competitive radio and television networks on a major-market, if not a nationwide, basis.

But it has gone far enough to evoke a joint presentation to a national advertiser from an independent radio station and a TV station, separately owned, of a simulcast, at a combination rate. The two stations would determine the distribution of the cost between themselves. And, moreover, it is learned that jointly owned radio-TV stations in several markets are exploring the prospect of simulcasts at a single rate for the two transmitters.

Network Pattern

Although now unrelated, the NBC project toward "reintegration" of its radio and TV operations could fit into the pattern—on a network basis. The NBC project, a 180-degree reversal of the "unintegration" effected three years ago, restores unification to its radio and television networks. Top level executives are shifted from exclusive radio or TV duties to combined radio and TV functions.

NBC officials state that the "reintegration" project is one of prudent business management, where both networks can take full advantage of the resources and talent of each other. While, at this stage, there appears to be no notion of joint selling, it is apparent that the fusion of the network operations would bring into focus a structure adaptable to that development.

When NBC introduced its sepa-

(Continued on page 36)

Mr. BARRY Mr. WILE Mr. DENNY Mr. HERBERT Mr. MADDEN

CHICAGO'S COST

Will Again Jolt Networks

RADIO and television network authorities were preparing last week to plunge head first into another round of all-out political convention coverage which, counting their experience in the July 7-11 Republican convention, took on more highly expensive prospects the longer they contemplated it.

By the time this week's Democratic convention has run its course, the financial loss the networks will have taken seemed sure to run deep into the millions of dollars. But no one would venture a guess as to just how deep.

CBS Radio and television authorities thought their expenses for the two conventions might exceed by $2 million the approximately $3 million which Westinghouse stood to pay under their basic sponsorship agreement. But the CBS networks were more fortunate than the others in that the Westinghouse contract was "flexible," providing for the sponsor to pay additionally for coverage beyond a certain point. Thus it was said CBS may recoup a considerable portion of its estimated $2 million coverage.

NBC authorities were still thinking in terms of costs approximating $4 million for both conventions, which would run about $1.3 million over the networks' approximately $2.7 million contract with Philco [B•T, July 14].

ABC, which has a contract with Admiral for around $2 million, had not estimated its convention expenses late last week. Neither had DuMont, which is carrying CBS-TV coverage (plus special programs of its own) on four DuMont stations under sponsorship by Westinghouse.

Mutual, whose coverage is being sold locally on a cooperative basis, placed its loss at about $20,000 for the GOP convention and expected this week's activities to run about the same.

Greater Losses Than Expected

The drawn-out GOP convention resulted in hours of coverage far exceeding original expectations. No less complete coverage was planned for this week, though all hands were hopeful the convention proceedings themselves would be much shorter. (See separate story.)

In addition to scores of regular and special programs devoted to the Democratic sessions—programs which all networks got underway last week and will continue to schedule before, between, and after sessions throughout this week—the convention pickups themselves will start at gavel time at midday and run to 3 p.m. or later, and again from gavel time in the evening and run to conclusion.

Looking back over the Republican convention, NBC-TV reported that its coverage had totaled 75 hours—of which 65 were sponsored by Philco. NBC radio reported 50 hours of GOP convention coverage.

CBS Radio's coverage totaled 47½ hours and CBS-TV's 68, while ABC said its radio and television networks put in 70 hours each, counting regular programs which dealt with convention matters. Mutual's coverage was placed at more than 50 hours.

The heavy cost to the networks stemmed from (1) the necessity of cancelling regular sponsored programs which stood in the way of convention coverage, and (2) operating costs. In the case of regular programs which fell in convention time, some could be rescheduled and in some other cases the conflict was apparent from the outset so that some money could be "saved" by giving 30-day cancellation notice.

A rundown on commercial program cancellations or reschedulings during the GOP convention, as provided last week by ABC Radio, ABC-TV, CBS Radio, CBS-TV, DuMont, and Mutual (the NBC networks had not completed their report late in the week):

ABC RADIO

Jack Berch (Prudential) was rescheduled 12-12:15 p.m. straight through live to all time zones on all convention days except July 11 when it was cancelled.

Bell Ring (General Mills) was rescheduled 12:15-12:30 p.m. straight through live to all time zones on all convention days except July 11 when it was cancelled.

Cal Tinney (General Mills) on July 7 was cancelled in all areas except Mountain and Pacific where the program ran as normally scheduled; was cancelled in EDT and CDT on July 9 but scheduled in usual period in EST and CST; was cancelled in all areas except Mountain and Pacific on July 10 and was cancelled in all zones July 11.

My True Story (Sterling) was cancelled in Mountain and Pacific zones on July 7 and 10 but was rescheduled in those zones on July 8, 9, 11 following convention coverage.

Whispering Streets (General Mills) was rescheduled on all convention days on Mountain and Pacific Coast stations (following *My True Story*) except July 7 when it was cancelled in those zones.

Frankie Frisch (Union Oil) was cancelled on the network July 7, 11; was rescheduled 4:55-5 p.m. on Mountain and Pacific stations on July 9, 10.

Joe Emerson Hymn Time (General Mills) was cancelled on the southeast regional network July 7 and on the network July 10.

Henry J. Taylor (General Motors) was carried in normal time 8-8:15 p.m. EDT July 7 to all time zones except MST and PDT, where it was cancelled.

John Daly (Gulf Oil) was rescheduled in all time zones July 7 and 8; was cancelled in all zones July 9; was cancelled in all zones July 10 except EDT where it was rescheduled 8-8:15 p.m. and CDT, 7-7:15 p.m.; was scheduled in normal live time, 10 p.m., EDT, in all zones on July 11.

It Happens Every Day (Toni) on July 8 was rescheduled in EDT and CDT at 3:30-3:35 p.m. and carried in normal period in other time zones. Nighttime program July 8 cancelled in all time zones except MST and PDT where it was carried in normally scheduled period; nighttime program July 11 was cancelled on the network.

Monitor Views The News (Christian Science Monitor) was cancelled on the

(Continued on page 50)

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Say, lady, who won the nomination?"

Operation Yum-Yum

NBC EXPECTS to repeat its snack bar performance for its 300-man staff at Chicago's Amphitheatre during the Democratic national convention. While the GOP met, NBCers set this daily record in consumption: 500 sandwiches, 40 gallons of coffee, 35 pies and "hundreds" of ice cream bars. The network paid for these items, while cola drinks, iced tea and cigarettes were donated.

IKE'S STAFF

Appointments Expected Soon

PERSONNEL setup to staff Gen. Dwight D. Eisenhower's campaign organization was taking form last week as the GOP Presidential nominee headed for brief vacation in Denver, Col.

Among key appointments announced following the Republican National Convention was that of Sen. Fred A. Seaton (R-Neb.), who was named special advisor to the general. Sen. Seaton is associated with his family in newspaper publishing and in radio ownership, with interests in KHAS Hastings, Neb., KMAN Manhattan, Kan., and KGGF Coffeyville, Kan.

Still pending was the appointment of a full-time manager to direct Mr. Eisenhower's campaign, with responsibility for selecting an advertising agency to handle radio-TV-newspaper activity [B•T, July 14].

Arthur Summerfield, GOP national committeeman from Michigan, who was appointed Republican National Committee chairman, conferred with the nominee July 11. He told reporters that no decision had been made on selection of a campaign manager—or indeed whether one would be named. It was held possible that Mr. Summerfield may direct his activities, although Sen. Seaton and Sen. Frank Carlson (R-Kan.) will have a hand in them, too. Decision was expected after Mr. Summerfield reports to Washington this week.

Gen. Eisenhower announced July 13 that Sen. Henry Cabot Lodge (R-Mass.), who had directed his campaign prior to the convention, had resigned. He is seeking re-election to the Senate this fall.

There was no clear indication as to what advertising agency would handle Mr. Eisenhower's national media plans, although a few have been mentioned as likely prospects in some trade circles—Young & Rubicam, BBDO and others. In addition to an agency for national planning, others are in line for various GOP state committee contracts. Executives of both agencies had worked with Gen. Eisenhower during the campaign, with Sigurd Larmon, Y&R president, directing strategy, aided by Ken R. Dyke, assistant to the president.

IT'S THE DEMOS' TURN

With Radio-TV Ready for Start

By JANE PINKERTON

DEMOCRATS plugged up holes in their elaborate convention plans last week, hearkened to the errors and fluffs of the GOP conclave, and prepared to launch a week-long meeting packed with showmanship and visual effects to attract the nation's 70 million potential televiewers.

Although many Democratic convention procedures, gimmicks and techniques were completed months ago, others were added hastily in the past fortnight after officials scrutinized the Republican sessions in Chicago. Television seemed to be the focal point for most of the eagle-eyes.

Biggest alteration in favor of the video audience is placement of a camera on the convention floor some 60 feet directly in front of the speaker's platform, permitting head-on closeups which were not seen during the Republican convention. Cameras were spotted at the sides of the speaker along balconies and behind him from a control booth high above the floor.

Democratic planners believe the placement of a camera in front of the speaker also will have a better psychological effect on viewers, who reportedly felt like outsiders looking in during the previous convention.

For similar reasons, officials turned thumbs down on use of the TelePrompter, the device which carries a speech in moving lines and is paced to the speaker's reading speed. Several times during GOP sessions the speaker had trouble with the device. Viewers also saw back-of-the-head shots including the full TelePrompter, which on one occasion had stopped at the word "cheers," denoting a break for delegate applause. The speaker read the word "cheers."

Official Audience Welcome

The radio and television audience will be welcomed officially by the Democratic National Committee, a move not made by the GOP. In the convention opener today, at the International Amphitheatre, Chairman Frank McKinney is expected to pitch the welcome on the theme that the public is welcome because "this is your convention—and we are the party of the people." He will also thank cooperating broadcasters for their work.

Although the networks turned down a Democratic proposal that speeches be varied with use of visual effects, convention planners have added several to the hall itself. Networks banned use of pictures, film clips, slides and the like during speeches on the basis that these were not an integral part of convention proceedings inasmuch as delegates did not see the added effects.

The orchestra and performers, who were placed behind the delegates and at the opposite end of the hall from the speaker a fortnight ago, will be switched to a position behind and above the speaker's rostrum and therefore in front of the delegates.

To avoid superfluous and distracting movement behind the speaker, which video cameras picked up previously, officials will move members of the National Committee from the platform to rear boxes, and will seat newsmen who were behind the speaker elsewhere.

As the National Anthem is played, a fan-blown American flag will be spotlighted.

Although sessions traditionally begin late, the committee has said proceedings will start a maximum of 15 minutes behind the starting time "regardless."

Unique innovation is that every network will be provided with a complete shooting script in advance of every session. Speakers and performers rehearsed Friday, Saturday and Sunday for time checks, on which the shooting scripts are based.

Entertainment Feature

Another new idea is to feature delegate entertainment, available of course to the networks, before each call to order. For 25 minutes before each session, Lou Breese and his orchestra and other performers will appear in a musical salute to some section of the country. The opener this morning will honor the Illinois host group, but details of the major salute this evening were not revealed. The final show will honor "all America." A five-minute leeway has been provided for delegate movement in the hall and the call to business.

Committee meetings of the Democrats, involving platform and credentials, were open to radio and TV newsmen when the platform hearing began Wednesday. Although a platform for TV cameras had been provided, none was reported to have been moved in until Thursday. Some meetings at the GOP convention banned cameras and microphones.

At his first news conference in Chicago Wednesday afternoon, Sen. Estes Kefauver (D-Tenn.) said he was "glad all the proceedings are open to the public, who can therefore see that decisions are properly arrived at."

Some 2,000 radio and TV credentials will be issued during the convention. Many of these were ready for distribution Friday to avoid repetition of the ticket hassle which hounded the Republican meeting until the day it closed.

Planning Group

Radio-TV plans for the Democrats have been formulated by a group of broadcasting professionals. They include Kenneth Fry, radio - television director for the Democratic National Committee; J. Leonard Reinsch, managing director of the Cox radio and television properties and consultant to the committee; Elmo Ellis, program director of WSB Atlanta, and Bob Swan, vice president in charge of radio and television for The Katz Agency, which is handling campaign advertising for the party.

Industry men aiding Sen. Richard Russell (D-Ga.) in his campaign this week include Don Kelly, long-time Chicago radio publicity and program executive, and H. Ellis Saxton, head of the Milwaukee agency of the same name.

Democrats' rejection of the TelePrompter brought a "you'll-be-sorry" rejoinder from Howard H. Henkin, general manager of the firm. He said viewers would see speakers at an "extremely uncomplimentary angle" bending over their notes. Some Democratic officials reportedly felt the device had been over-publicized to the extent of destroying its effectiveness.

Chairman McKinney promised a convention tailored to television. There were varied comments on this.

Republican Gov. John S. Fine of Pennsylvania told a new conference that video will "sound the death knell" of the political nominating convention as presently constituted. He favored either a direct national primary or binding of convention delegates to the candidate receiving the greatest vote in his state.

Sen. William Benton (D-Conn.) said that television will "revolutionize" techniques used in nominating conventions. He lauded TV for its fine public service coverage which, while sponsored, is proving costly to the major networks (see separate story). On the other hand there were reports that appliance sales of three major sponsors — Admiral, Philco and Westinghouse — had jumped the past week.

As part of their effort to streamline convention proceedings, the Democratic National Committee sent out "do's-and-don'ts" letters prior to the GOP conclave. Delegates are advised to get in their seats on time, guard their speech and gestures, watch their wearing apparel and minimize private conversations.

Sizeable Schedules

The top Democratic candidates will meet themselves coming and going to fill broadcast commitments this week, if advance indications are any barometer. On July 19-20 alone, this past weekend, Averell Harriman had lined up a sizable radio-TV schedule. There were others. Many radio-TV network panel programs will originate in Chicago this week as during the GOP convention.

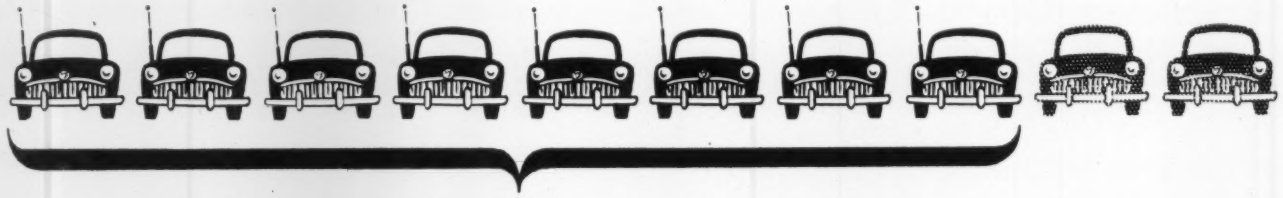
Full house was expected at the special hour-long telecast of *Meet the Press* yesterday (Sunday), as Martha Rountree and Lawrence Spivak prepared to greet five Democratic candidates for the Presidential nomination and some 700 delegates as an audience in Chicago's Studebaker Theatre. Candidates include Vice President Alben Barkley, who was to appear with Sens. Robert S. Kerr (Okla.), Kefauver and Russell, and Mr. Harriman. By Thursday, more than 700 Democratic delegates and politicos had requested seats at the NBC-TV theatre, which seats about 800.

Network coverage will be just as comprehensive for the Democrats as during the Republican sessions. Some commentators and news analysts who had returned to their regular base of operations in New York and Washington are back in Chicago for this convention.

Washington members of the CBS

(Continued on page 59)

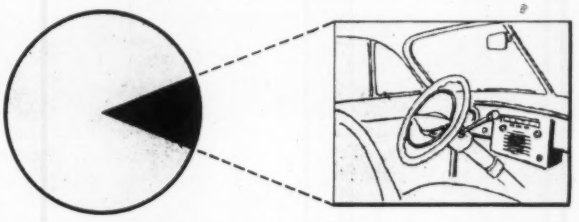
PROMOTION with a political convention motif is set in motion by (l to r) Chris J. Witting, DuMont Television Network director-general manager; Lynn Cleary, DTN sales service director; Ted Bergmann, DuMont sales director, and Jack Bachem, DTN assistant sales director. Idea for "I Like DuMont" button was that of Bill Koblenzer, DuMont account executive.



8 out of 10 family-owned cars and trucks are radio-equipped.

THE MISSING LINK IN RADIO RESEARCH

BECAUSE it is vagrant and unreachable by telephone or Audimeter, the out-of-home radio audience is so difficult to measure that only lately, with television competition developing, has anyone tried seriously to find out how big it is. Here's a report on the audience-on-wheels, a huge part of the out-of-home audience. This deals with Louisville, but probably the results would not be much different in San Diego or Kokomo.



Auto radio listening constitutes about 12% of all listening.

By DR. RAYMOND A. KEMPER

IN THE Louisville Trading Area:

- Eight in ten family-owned cars and trucks are radio-equipped; four in ten families are available to auto-radio.
- The average 'auto-radio family' includes 2.43 adults, 1.48 children.
- The average a-r family uses its car(s) for some 32.5 separate trips per week.
- Auto-radio tune-in averages some 12.6 minutes per separate trip; about seven tune-in hours per week for the average auto-radio family.
- Radio equipped (family-owned) cars average 1.7 riders per trip . . . 1.3 adults, 0.4 children.
- And, mark this well, none of this vast auto-radio audience can be measured, completely and accurately, by any of the 'program rating' methods now in use among broadcasters and timebuyers.

These conclusions, among others, have grown out of the data collected during a comprehensive research of the Louisville Trading Area. The study, conducted in March-April, 1952, by Raymond A. Kemper & Assoc. for WAVE Louisville, is the latest in a continuing series designed to help bring some semblance of scientific sanity to the ultra-crucial problem facing the broadcaster and the timebuyer, the problem of evaluating, validly and reliably, the impact and effectiveness of present-day radio as an advertising medium.

With increasing emphasis during the past few years, broadcasters have come to recognize the very real danger involved in an acceptance of "program ratings" as circulation criteria. Because they tend to place broadcasters under a measurement stringency from which display-ad people and publishers are exempted, ratings have been systematically inequitable to the radio industry. The broadcaster, who must justify his circulation claims by proving "listenership" to a particular ad, is unilaterally penalized by ratings—if the competition is free to justify its circulation claims in terms of gross circulation of units, and not on the basis of actual "readership."

Ratings Invalid?

But, another aspect of the dismal picture has, in our opinion, received much too little critical analysis. Present-day rating methods, because of their inherent *sampling* limitations and *precision of measurement* limitations, are all essentially invalid. They cannot deliver what they purport to deliver, a relatively accurate estimate of the actual size of a program's audience. And, '*the ability of a measurement to do what it purports to do; to measure what it is designed to measure*' is exactly what the researcher means when he uses the term "scientific validity."

We are currently preparing an objective critical analysis of the research limitations inherent in each of the rating methods in present use among broadcasters. And, since we plan to make this more-complete critique available within the industry, we will not further labor the point in this discussion. In our opinion, *all* rating methods in present use are invalid on one or more basic counts. And the prime limitations common to all of them is the non-inclusion of auto-listening and multiple set use in the computation. Further, on the basis of our own experiences in the Louisville area, we seriously doubt that auto-radio listening *can* be adequately measured by any rating procedure.

However, in this March study we tried a new approach. And we think that we may have come up with something promising. We have—for the first time that it has ever been done, as far as we now know—collected a store of valid and reliable information about the extent and characteristics of the great, unmeasured, Louisville auto-radio audience—the thousands of people who (because they are so busy driving their cars and listening to their car-radios) are not available "at home and awake" when the rating interviewer telephones; nor, by the same token, available to view TV; nor to read newspapers!

Here, in brief summary, are some of the conclusions growing out of the data we now have in hand.

(1) Auto-Radio Listening Constitutes More Than One-Ninth of All Radio Listening, in the Louisville Market.

The 1,044 sample homes in the representative cross-section averaged some 20 tune-in hours (of in-the-home listening) in a typical week, for a combined total of approximately 21,000 hours. The 415 auto-radio families averaged 6.8 tune-in hours of car-radio listening per week, for a combined total of about 2,800 hours in a typical week. *Auto-radio listening, then, constitutes about 12% of all listening that takes place during a typical week.*

The intelligent broadcaster certainly will not long allow himself to be burdened with a circulation criterion which systematically ignores so sizable a segment of his audience. The auto audience has become too lusty a kid to remain a "bonus baby"!

(2) Four in Ten Louisville-Area Families Are Available to Auto-Radio.

Of the 1,044 families in the representative cross-section, some 40% (415 households) have one or more radio-equipped cars or trucks.

- 40.2% (of 450) CITY families are available to auto-radio.
- 36.5% (of 436) TOWN families are available to auto-radio.
- 47.5% (of 158) FARM families are available to auto-radio.

And, some 83% of the family-owned cars and trucks are radio-equipped. The 466 auto-owning families in the cross-section have a combined total of 576 family-owned cars and trucks, for an average of 1.2 cars per auto-owning family. Of the 576 family-owned cars, 454 are radio-equipped, an average 0.435 radio-equipped family-owned cars, per market family.

When we projected these statistics to the estimated (315,000

(Continued on page 66)

XUM

WYO. RADIO HOMES 95.1% Density—Census

RADIO set ownership in the state of Wyoming included 95.1% of all homes, according to 1950 Housing Census figures compiled by the U. S. Census Bureau. The 95.1% saturation rate is based on figures from the decennial census, compiled in April, 1950.

Radio concentration was highest in urban areas, with 96.7% of homes having one or more receivers. The lowest rate was in the rural non-farm class, 93%.

Topping the list of Wyoming cities was Sheridan, with a radio saturation of 98.3%. In Cheyenne, the largest city, 97.7% of homes were radio equipped.

Sheridan County had the highest rate in the state, 97.8%, followed by Laramie with 97.1% and Washakie with 96.8%.

Ownership of television sets was negligible, since Wyoming has no TV stations. The TV data was compiled at a time when there were fewer than 5 million sets in the nation compared to more than three times that total at present. Highest TV rate in spring of 1950 was 1.3% in Niahara County.

Statistics in adjacent table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 50, for Wyoming, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 30¢ per copy.

Statistics on distribution of the population in Wyoming are presented in a final report of the 1950 Census of Population, Series P-A, No. 50, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Wyoming are presented in a final report of the 1950 Census of Population, Series P-B, No. 50, available from the Superintendent of Documents, at 35¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A standard metropolitan area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U.S. CENSUS OF HOUSING—WYOMING

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Percent	RADIO: Radio Homes 1940	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Percent
The State	290,529	84,185	82,755	78,675	95.1	57,126	82,275	460	0.6
Urban and rural non-farm	233,825	69,448	68,340	65,195	95.4	43,092	67,960	330	0.5
Urban	144,618	45,041	44,160	42,170	96.7	24,489	43,910	150	0.3
Rural non-farm	89,207	45,407	24,180	22,485	93.0	18,603	24,050	180	0.7
Rural farm	56,704	14,737	14,415	13,480	93.5	14,034	14,315	130	0.9
Urban Places—10,000 or more									
Casper	23,673	7,776	7,660	7,295	95.2	4,916	7,635	15	0.2
Cheyenne	31,935	10,045	9,805	9,580	97.7	5,910	9,785	35	0.4
Laramie	15,581	4,379	4,310	4,225	98.0	2,844	4,285	30	0.7
Rock Springs	10,857	3,328	3,280	3,135	95.6	2,583	3,240	10	0.3
Sheridan	11,500	3,901	3,840	3,775	98.3	2,899	3,840	20	0.5
Counties									
Albany	19,055	5,404	5,355	5,150	96.2	3,587	5,330	30	0.6
Big Horn	13,176	3,566	3,585	3,405	95.0	2,697	3,575	10	0.3
Campbell	4,839	1,475	1,430	1,350	94.4	1,359	1,420	15	1.1
Carbon	15,742	4,643	4,330	3,980	91.9	2,927	4,335	40	0.9
Converse	5,933	1,831	1,765	1,640	92.9	1,504	1,765	10	0.6
Crook	4,738	1,406	1,335	1,225	91.8	1,065	1,325	5	0.4
Fremont	19,580	5,459	5,390	5,030	93.3	3,041	5,340	50	0.9
Goshen	12,634	3,619	3,580	3,410	95.3	2,487	3,505	20	0.6
Hot Springs	5,250	1,637	1,670	1,570	94.0	1,087	1,660		
Johnson	4,707	1,467	1,490	1,390	93.3	1,205	1,490	10	0.7
Laramie	47,662	12,861	12,565	12,205	97.1	7,437	12,540	80	0.6
Lincoln	9,023	2,462	2,470	2,295	92.9	2,238	2,410	10	0.4
Natrona	31,437	9,996	9,820	9,380	95.5	6,342	9,730	30	0.3
Niobrara	4,701	1,453	1,500	1,385	92.3	1,353	1,510	20	1.3
Park	15,182	4,494	4,435	4,230	95.4	2,463	4,425	30	0.7
Platte	7,925	2,396	2,425	2,265	93.4	1,751	2,430	15	0.6
Sheridan	20,185	6,131	6,080	5,945	97.8	4,660	6,040	35	0.6
Sublette	2,481	750	695	630	90.6	648	695		
Sweetwater	22,017	6,306	6,220	5,910	95.0	4,844	6,155	15	0.2
Teton	2,593	752	710	665	93.7	582	705		
Uinta	7,331	1,938	1,860	1,725	92.7	1,521	1,830	15	0.8
Washakie	7,252	2,042	2,000	1,935	96.8	1,121	2,000		
Weston	6,733	1,991	1,955	1,865	95.4	1,104	1,960	20	1.0
Yellowstone Nat. Park (part)	353	106	90	90	100.0	103	100		

Shulton Sets Campaign

SHULTON Inc., N. Y., manufacturers of cosmetics and toiletries, will use radio and television in its fall advertising campaign, with definite schedules to be announced later. Agency is Wesley Assoc., N. Y.

NARTB CONVENTION *Facilities Are Arranged*

HOTEL and auditorium facilities for the 1953 NARTB convention in Los Angeles were arranged last week by Clair R. McCollough, WGAL Lancaster, Pa., chairman of the NARTB board's convention committee, and C. E. Arney Jr., secretary-treasurer.

Official starting date for convention meetings will be moved from the customary Monday to Wednesday, with meetings closing late Friday, the NARTB representatives said during a Los Angeles inspection trip. This plan gives broadcasters a chance to take advantage of special airline family rates, available in the early part of the week.

Arrangements made last week are tentative, subject to approval by the full board convention committee.

Meetings will start April 29 at 10:30 a.m., with April 28 designated pre-registration day [B•T, June 30]. Headquarters will be maintained at the Biltmore Hotel but it had not been decided whether to hold main convention meetings in the Biltmore Theatre, as was the case at the 1948 Los Angeles convention, or at the Philharmonic Auditorium, across the street.

The annual Engineering Conference will be held simultaneously with the Management Conference, with sessions booked in Burdette Hall at the Philharmonic Bldg. The annual equipment show, one of the nation's major industrial expositions, will be held in the Biltmore ballroom with additional space as needed.

Delegates will be housed in the Biltmore and the new Statler, now nearing completion. Other hotels will be utilized if necessary, according to Mr. Arney.

As in 1948, Southern California Broadcasters Assn. will handle entertainment for the convention. SCBA's board will constitute the entertainment committee and will set up plans within the next fortnight.

Calvin J. Smith, KFAC Los Angeles, speaking as SCBA president said special emphasis will be given entertainment for wives and families of delegates. Harry Maizlish, KFWB Hollywood, is expected to head the entertainment committee as he did in 1948.

NBC Reunification

(Continued from page 23)

dent in charge of press and information, who in the past has reported to Public Relations Vice President William F. Brooks; Mr. Lawrence, who as TV sales development manager reported to Mr. Madden under the former set-up, and Mr. Cresswell, who as TV network controller reported to Mr. Weaver before the reorganization.

Mr. Denny and Mr. Madden will report to President McConnell, as will Mr. Weaver. Mr. White reports to Mr. Weaver.

Reporting to Denny

Reporting to Mr. Denny will be James M. Gaines, vice president in charge of owned-and-operated stations; Mr. Brooks (public relations), and O. B. Hanson, vice president and chief engineer. President McConnell said that "in addition to these operations for which he is directly responsible," Mr. Denny will also handle special assignments for the president in connection with the overall operation of the company.

The responsibilities of financial Vice President Joseph V. Heffernan were not changed by the realignment, authorities reported. In addition to finance, he will continue to have responsibility for other staff activities including personnel and legal.

In announcing the top-level changes, President McConnell said creation of the unified departments under centralized operating management "is a great forward step in strengthening our organization for maximum efficiency." He continued:

"As a result of these steps, we are further extending the coordination of radio and television. All of the principal operating functions of our two networks, as well as the staff activities which directly serve these operations, will be coordinated in a closely-knit group under unified top management control.

Easier for Business

"With this unified operation, it will be easier for us to conduct our expanding business, and easier for our clients and their agencies to do business with us. We are consolidating our resources so that we can better serve the public, our advertisers and our affiliated stations, and so that we can better develop our personnel and their opportunities at NBC."

In connection with Mr. Madden's new assignment, President McConnell said: "I am also happy to announce that Edward D. Madden will serve in the new organization as vice president and assistant to the president."

The changes were reported in two separate announcements, both released Friday. One covered the unified departments and their key officials; the other, the new assignments for Messrs. Denny and Madden.

LISTENING, VIEWING RISE

Reported in C&W 'Videotown'

TWO prevalent theories about what happens when TV comes into the home are upset in the fifth annual Videotown survey just completed by Cunningham & Walsh, New York agency. These revelations are made:

1—Radio listening is increasing among families that have had TV sets from one to five years.

2—The longer a family has owned a TV set, the more time it spends looking at TV programs.

Videotown, test laboratory for Cunningham & Walsh's TV survey since it was started in 1948, was revealed for the first time this year at New Brunswick, N. J. Gerald W. Tasker, research director, chose the city because it is a normal marketing and manufacturing area, not primarily a suburb, yet near enough to New York for good reception of many TV channels.

Videotown provides the factual story of what has happened in one well-developed TV market, indicating "what will probably happen in the rest of the country," according to the agency. The studies have not yet attempted to measure TV's effect on Saturday and Sunday activities.

Analyzing what has happened to radio listening in TV homes, the Videotown study stated radio listening increased slightly, mostly during early evening and late evening hours, among families that bought TV sets in 1950 and early 1951. They were called on for the third time.

The Videotown study continues:

An upswing in radio listening is also noted in the group of families surveyed who have had TV sets from one to five years. A 50% increase in the number of people listening to radio at some time during the evening is indicated, occurring mostly during early and late evening hours.

Daytime radio listening has not been affected materially. In 1951 radio listening during the morning hours in TV homes was at a higher level than in the non-TV homes (this is among women, of course). This year it remained about the same despite an increase in TV viewing. During the morning hours it was noted that radio listening was coincidental with some other activity in 75% of the cases—usually housework. One of the problems facing TV is that of producing daytime programs as interesting to hear as to see.

Although TV viewing increased over last year in both morning and afternoon, it is still only about one-third as high as radio listening in the morning. Afternoon television grows gradually in importance and by 4 p.m., about the time the children get home from school, television viewing jumps ahead of radio listening.

Cunningham & Walsh stated that its "intensive field research in Videotown" for the fifth consecutive year reveals "that the average use of all television sets on week-day evenings is still increasing; average hours of viewing person is greater; older sets are used more than a half-hour longer each evening than are new sets; and owners of older sets spend more time in front of their sets than do new owners.

"Among owners of older sets there is a slight decline since last year in the number of people who watch television at any one time; however, those who do watch spend a half-hour longer before the set now than they did a year ago. With Videotown survey figures showing more sets tuned in for longer periods, the decline in the number of people viewing at any one time merely indicates a rotating audience. That is, the set is tuned in and members of the family come and go depending upon their interest in the program.

"One indication that a peak of television interest during evening hours may be near at hand is the fact that set usage and hours of viewing per person increase as the age of the set increases. Out of the evening's seven hours available for viewing (5 p.m.-midnight), older sets are in use for a staggering average of five hours. TV owners seem to be staying up about a half-hour later than last year. It would seem almost impossible for viewing hours to increase beyond this; thus averages will tend to level off or even fall as the television market becomes more saturated. The only other indication that a peak in viewing has been reached is a slight falling off of viewing time among children."

The Videotown study analyzes impact of TV on activities, habits and lives of set owners and sees a point of market saturation approaching in mature TV areas.

Most drastic effect of viewing has been on motion picture attendance and radio listening, it is stated. A panel of non-TV families interviewed in 1950 showed marked changes in habits during the year after buying TV sets. In that first year of TV, movie attendance dropped 77%, radio listening 88%, on the average weekday evening, with magazine reading down 53%, entertaining down 87% and visiting down 74%.

This year, however, when these same families were contacted it was found that radio listening was up slightly, mostly in early and late evening hours, and visiting was up 27% over last year.

"It is apparent that the major effect on other activities is experienced during the first year of set ownership," the agency reported. "After the first year, other activities increase slightly or level off, but continue to account for less of the person's leisure time than before TV."

Newspaper reading is about the only regular activity showing no decrease after advent of TV, the agency reported, finding it up 40% in 1951 and almost doubled in 1952.

Set sales are declining in Videotown, with its 60% TV saturation, and the second-set market is developing slowly. Even with new TV stations there will not be enough new prospects to bring sales volume back to the 1950 peak, it was predicted. Major reasons for not buying are not interested, 41%, and can't afford, 28%.

Replacements are due mainly to desire for larger screen, 59%, with only 18% citing poor performance of present set and only 23% a second set. The agency suggests the industry should develop a set specially designed as a second set, and sell larger screens to the small-screen set owners.

No passing fancy, TV is well integrated into family life, with interest mounting as sets get older, according to the agency.

McFARLAND ACT

Effects Weighed After Truman Signature

WITH the signing of the McFarland Bill (S 658) by President Truman last week, the top question in the minds of Washington broadcast attorneys and engineers was: Will it slow up the Commission?

The answer seems to be: Yes, until the Commissioners and staff have reoriented themselves to take into account the new practices and procedures.

After the initial slowdown, most observers do not believe the new regulations will impede the Commission's processing of applications or actions on hearing cases.

In fact, they point to the Act's provisions which require the Commission to make final decisions on applications within three months of filing, or within six months after a hearing is concluded—or report the reasons why to Congress.

They admit, however, the requirement that the Commission notify an applicant if his application cannot be granted without a hearing, detailing the reasons why, is a new, intermediate step, which could result in some delay.

But, they point out, the converse is that such a practice could permit the straightening out of many questions which would permit the Commission to make a grant without a hearing.

They also feel that the protections afforded broadcasters—(1) petitions must be answered in 15 days, (2) grants are subject to protest for 30 days, (3) the "double jeopardy" anti-trust clause has been deleted, (4) the staff must not intervene with the Commission unless all parties have the right to refute recommendations, (5) the burden of proof regarding objections to license renewals is on the FCC—all add up to outweigh possible delays.

President Truman signed the bill just 24 hours before it would have died through a pocket veto. It was understood that the only real protest was from the Dept. of Justice, which did not like the elimination of the anti-trust clause from the Communications Act.

The FCC did not object to the President signing the bill. It alluded to the need for additional funds thought to be necessary to put some of the provisions of the McFarland Bill into effective practice. The Commissioners overruled a staff report which strenuously objected to the bill, and which recommended that the President not sign it.

In reporting Mr. Truman's signature, the Commission the next day announced that the provisions of the McFarland Bill superseded any of its rules and regulations which might be in conflict.

It also reported that revision of its rules and regulations would be issued "as soon as practicable."

Upon the President's signature, the bill became law. The only exceptions were for those cases already in the courts, or those where "hearings have been commenced."

Whether this affects the 62 applications set for hearings two weeks ago upon the resumption of TV processing [AT DEADLINE, July 14], is not clear.

Most outside attorneys think that the Commission will have to revoke its order designating the TV hearings, and proceed in line with the McFarland Act requirement that the Commission notify the applicants why grants cannot be made. This could lead to amendments, obviating the need for a hearing, it is thought.

On the other hand, some FCC lawyers believe that since the hearings were designated before the President signed the bill, they can be considered under the exception.

NARTB President Harold E. Fellows expressed gratification with the signing. He expressed the belief that the revised Act would ensure "more equitable treatment" for broadcasters on the part of the Commission and also that procedures would be simplified and grants expedited.

Among other amendments to the Communications Act of 1934, the new measure: (a) permits the FCC to issue cease and desist orders in addition to revocation of license for cause, (b) forbids Commissioners who resign from practicing before the Commission for one year, (c) prohibits broadcasters from charging more than the comparable commercial rate for speeches by political candidates, and (d) provides each Commissioner with a legal and an engineering assistant.

XUM

MAY NETWORK TIME SALES

Show Rise–PIB

REVERSING the general trend in network time sales, gross billings of the four nationwide radio networks in May showed a slight increase over the April gross. The TV networks' combined gross time sales declined from April to May.

Radio networks totaled $13,996,126 in May, up 0.4% from the April total of $13,943,887; TV networks in May had gross billings of $14,701,827, down 2.1% from the $15,014,091 gross for April, according to the records of advertising expenditures on the broadcast networks kept by Publishers Information Bureau.

The PIB figures for May show few major changes from April. The same 10 advertisers appear as the top 10 radio network clients for May (Table I) as were included in the same list for April. The TV network top 10 for May (Table IV) includes eight names from the April list, with Kellogg and Gillette replacing General Mills and General Motors as ninth and tenth advertiser, respectively.

Leading advertisers in the various product advertising groups also show little change during the month. Of the 26 classes of radio network advertisers in May (Table II), 23 show the same top client as in April; one new class was added (Political, with U. S. Sen. William F. Knowland's (R-Calif.) re-election campaign committee as the leading buyer of radio network time) and two classes changed leaders—Horticulture, from Ferry Morse Seed Co. in April to Jackson & Perkins Co., and Confectionery & Soft Drinks, from William Wrigley Jr. Co. to Coca-Cola Co.

TV network class leaders (Table V) show 19 duplicates from April to May; one dropout (no political use of national TV networks in

(Continued on page 48)

* * *

TABLE I

Top Ten Radio Network Advertisers for May 1952

1. Procter & Gamble Co.	$1,434,641
2. General Foods Corp.	620,688
3. Miles Labs. Inc.	595,471
4. Sterling Drug Inc.	582,231
5. Lever Brothers Co.	567,950
6. General Mills Inc.	510,933
7. Liggett & Myers Tobacco Co.	385,935
8. Philip Morris & Co. Ltd.	368,854
9. Colgate-Palmolive-Peet Co.	360,039
10. American Home Products Corp.	350,318

* * *

TABLE IV

Top Ten TV Network Advertisers In May 1952

1. Procter & Gamble Co.	$1,072,700
2. General Foods Corp.	724,515
3. R. J. Reynolds Tobacco Co.	660,240
4. Colgate-Palmolive-Peet Co.	615,365
5. American Tobacco Co.	502,800
6. Lever Brothers Co.	473,835
7. Liggett & Myers Tobacco Co.	452,295
8. P. Lorillard Co.	345,460
9. Kellogg Co.	314,917
10. Gillette Co.	306,755

TABLE II

Leading Radio Network Advertiser for Each Product Group During May 1952

Class	Advertiser	Gross Time Purchase
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$38,815
Apparel, Footwear & Access.	Cannon Mills Co.	11,800
Automotive, Auto. Access. & Equip.	Goodyear Tire & Rubber Co.	78,674
Beer, Wine & Liquor	Falstaff Brewing Co.	85,738
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	68,927
Confectionery & Soft Drinks	Coca Cola Co.	157,186
Consumer Services	Electric Co.'s Advertising Program	63,088
Drugs & Remedies	Miles Labs. Inc.	595,471
Food & Food Products	General Foods Corp.	613,483
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	102,222
Horticulture	Jackson & Perkins Co.	27,515
Household Equip. & Supplies	Philco Corp.	137,607
Household Furnishings	Armstrong Cork Co.	41,423
Industrial Materials	U. S. Steel Corp.	97,560
Insurance	Prudential Insurance Co. of America	132,423
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	$91,824
Office Equip., Stationery & Writing Supplies	Hall Brothers Inc.	82,480
Political	U. S. Senator Wm. F. Knowland Re-Election Campaign Committee	2,112
Publishing & Media	Time Inc.	72,007
Radios, TV Sets, Phonographs, Musical Inst. & Access.	RCA	61,398
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	2,688
Smoking Materials	Liggett & Myers Tobacco Co.	385,935
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,018,539
Toiletries & Toilet Goods	Procter & Gamble Co.	343,501
Transportation, Hotels & Resorts, & Agricultural Development	Assn. of American Railroads	61,902
Miscellaneous	American Federation of Labor	106,854

TABLE III

Gross Radio Network Time Sales by Product for May and First Five Months 1951-1952

Advertiser Group	May, 1952	Jan.-May, 1952	May, 1951	Jan.-May, 1951
Agriculture & Farming	$69,435	$324,933	$53,507	$306,393
Apparel, Footwear & Accessories	23,492	128,190	7,916	436,877
Automotive, Auto. Access. & Equip.	369,528	1,699,738	379,295	2,028,869
Beer, Wine & Liquor	227,825	1,142,348	266,588	1,484,293
Bldg. Materials, Equip. & Fixtures	96,861	417,585	137,368	605,795
Confectionery & Soft Drinks	472,760	2,641,370	554,955	2,671,524
Consumer Services	189,585	1,000,446	228,894	1,422,378
Drugs & Remedies	1,829,327	9,383,704	2,162,973	10,641,700
Food & Food Products	3,288,429	16,493,505	4,052,533	20,014,453
Gasoline, Lubricants & Other Fuels	424,153	2,269,547	479,495	2,576,960
Horticulture	46,928	109,923	20,163	86,394
Household Equip. & Supplies	250,535	1,553,610	247,136	1,211,919
Household Furnishings	95,775	493,820	123,199	420,815
Industrial Materials	156,558	1,067,266	188,485	917,503
Insurance	309,165	1,471,600	272,669	1,306,577
Jewelry, Optical Goods & Cameras	91,824	481,488	100,117	528,483
Office Equip., Stationery & Writing Supplies	$82,480	$361,577	$88,410	$389,292
Political	5,295	5,999	.....	.....
Publishing & Media	85,543	351,476	14,345	150,288
Radios, TV Sets, Phonographs, Musical Instruments & Access.	109,124	636,792	310,684	1,035,658
Retail Stores & Direct Mail	2,688	11,022	13,174	24,021
Smoking Materials	1,546,156	8,135,616	1,914,414	9,314,658
Soaps, Cleansers & Polishes	1,698,067	7,954,398	1,784,380	8,138,077
Toiletries & Toilet Goods	2,053,942	9,980,044	2,663,479	12,189,629
Transportation, Hotels & Resorts & Agricultural Development	61,902	406,545	88,378	577,346
Miscellaneous	407,749	2,023,465	402,529	2,134,116
TOTAL	$13,996,126	$70,544,987	$16,555,086	$80,613,982

QUAAL TO CROSLEY

Leaves CCBS For New Post

WARD L. QUAAL, director of Clear Channel Broadcasting Service, has resigned to join Crosley Broadcasting Corp., Cincinnati, as assistant general manager. Robert E. Dunville, Crosley president, announced Mr. Quaal will take his new post Aug. 25, succeeding Dwight Martin, who resigned in June to become vice president of General Teleradio and executive vice president of General Telecasting.

In his new role Mr. Quaal will be active in the entire Crosley station organization, including WLW Cincinnati and WINS New York; WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, WLWA (FM) Cincinnati, WLWB (FM) Dayton, WLWF (FM) Columbus, as well as shortwave subsidiaries.

He has been with CCBS 3½ years, having succeeded Victor A. Sholis who became vice president of WHAS-AM-TV Louisville. During his CCBS regime, Mr. Quaal has expanded its engineering and program service to member stations, including comprehensive coverage of the Republican convention in Chicago.

In addition he has provided a large number of public service programs out of Washington and other cities. The CCBS farm program service pool gives on-the-spot coverage of events affecting American agriculture here and abroad.

Mr. Quaal has been active in the fight to maintain radio as the greatest mass communications medium, predicting it will continue to grow in importance. He contends radio's impact on rural and small-town America has never been greater.

Edwin W. Craig, WSM Nashville, CCBS chairman, said consideration will be given appointment of a successor in a few weeks. "Mr. Quaal is one of the finest young men I have ever had the privilege of knowing, personally and businesswise," Mr. Craig said. "We shall miss him. He leaves us with our blessings and our eternal good wishes." The CCBS Washington headquarters will be operated by Mr. Quaal's staff after he leaves. Legal affairs are handled by the Washington law office of Kirkland, Fleming, Green, Martin & Ellis.

Mr. Quaal entered radio in 1936 as an announcer, while still a student at Ishpeming (Mich). High School, working on WDMJ Marquette. At the U. of Michigan he also worked at WJR Detroit.

Upon graduation in 1941 he joined the WGN Chicago announcing and special events staff. Returning in 1945 from naval service, and resuming duties at WGN, he was placed in charge of public affairs and later made special assistant to Frank P. Schreiber, station manager. He moved to CCBS Feb. 11, 1949, on leave of absence from WGN.

Mr. QUAAL

. . . radio's impact never greater.

* * *

EQUIPMENT BOOM

By BRUCE ROBERTSON

HAPPY that after three and a half years of freeze on new TV station applications the FCC has begun to open up new markets for their wares [B•T, July 14], the manufacturers of video transmitting and receiving equipment last week were busily preparing to take full advantage of their new sales opportunities, a spot check of leading companies by BROADCASTING • TELECASTING revealed.

The transmitter manufacturers expressed themselves as generally ready to deliver equipment to new VHF licensees with reasonable promptness, that is, within the next few months. UHF licensees will have to wait a little longer, but they, too, should have their new transmitters by late winter or early spring at the latest, with some indications that a few UHF stations may be able to get on the air this fall.

The steel strike has not yet seriously affected the output of TV broadcasting equipment, although some company spokesmen voiced fears that the strike might make transmitting antenna towers difficult to obtain. NPA material allocations have also been sufficient to meet the companies' needs to date.

Makers of TV receivers are beginning to hold dealers meetings in the areas soon to be opened up for reception of TV programs—and the sale of receivers—and to lay plans for promoting their sets in these new markets. Also being readied are devices for adding UHF reception to standard VHF sets, with an almost complete agreement among set manufacturers that these will be on the market well before any UHF station begins operations.

AT & T, whose coaxial cable and radio relay routes now permit live network programs to reach all present TV cities except Albuquerque, revealed last week that it has begun making preliminary surveys of routes and facilities that might be used to extend the present inter-city connections to the new TV station locations. No definite plans for any such extensions have been made as yet, it was emphasized.

Status of the transmitter manufacturers, as reported by executives of the various companies last week, follows:

RCA can ship VHF transmitters on short order and will be sending them to licensees regularly from now on, a spokesman said. UHF transmitters are now in production and a few are expected to be ready for delivery early in the fall, with more in the winter.

DuMont Plans

DuMont transmitter plant was having a mass vacation last week and exact information was difficult to obtain. Earlier statements of DuMont executives, however, indicated that orders for VHF transmitters already on hand would be filled and the transmitters ready for shipment, if desired, before the end of 1952. UHF transmitters will be available starting early in January. It was learned that since those statements were made DuMont production on TV transmitters has been speeded up and it is possible that earlier delivery dates might be met.

Although Gates Radio Co. sat out TV during the pre-freeze years, it is new poised to enter the field with two low-powered VHF transmitters. Sales engineers in the firm's dozen distribution areas have been briefed on the equipment and are anxious to get going, according to Gates' officials.

Under development is a 20 kw VHF transmitter and a 500 w, 5 kw and 20 UHF transmitter. They are expected to be available early in 1953.

Eventually, Gates will have a complete package of its own equipment, including sync generators, camera chains, etc. At the present time it plans to sell the two VHF transmitters in the line and other companies' associated equipment.

Federal Telecommunications Labs. has some VHF transmitters on hand and can fill new orders within four to six months, it was stated. UHF transmitters can be ready for delivery in about six months.

TV grantees will have to wait six to nine months before delivery of steel for towers, if they put in for a standard tower, according to A. H. Jackson, manager of the Tower Department of the Blaw-Knox Co.

If the grantee wants a tower fabricated to specifications, earliest he can hope for delivery is the second quarter of 1953, according to George F. Bateson, sales manager, Steel Joist & Tower Division, Truscon Steel Co., a subsidiary of Republic Steel Co.

Both these estimates are figured on the assumption that the steel strike will end shortly.

Both men mentioned the possibility that new steel, when it begins coming out of the mills, may be allocated for government defense contracts. That would throw estimates for TV tower deliveries out of kilter, they pointed out.

TV receiver manufacturers also were preparing to do their part to get video programs into the homes of communities heretofore deprived of such service. The new markets for the most part are within areas already covered by distributors for the various set makers and dealer meetings are being scheduled for the near future and, in a few cases, already have been held. All companies are working on devices to enable reception of UHF programs by VHF receivers; most stated that they would have them ready for the public by the time any UHF station is ready to offer service.

During the course of its training program, Philco has held meetings to teach its representatives in soon-to-open TV markets how to sell TV sets. This is based on its six year experience in present TV markets.

One aspect of this training scheme has been to transfer sales personnel from non-TV markets to TV markets so they return with actual TV sales experience. In many instances, TV-experienced salesmen have been transferred to potential new TV markets.

In some cities with special terrain features, Philco has actually tested some of its new sets in order to determine what kind of installation is necessary.

Avco's Crosley Div. has available for distribution of TV sets the dealers not only of Crosley radios, refrigerators and freezers, but also of Bendix washing machines and American kitchen facilities.

CBS-Columbia Inc., set manufacturing subsidiary of CBS, has appointed a new distributor for the Denver area, where dealer meetings are now being held. Company spokesmen expressed belief that no satisfactory tuner for both VHF and UHF has yet been developed, although it is being worked on.

DuMont distributors already cover all the newly licensed TV markets except Austin and the company's regional sales manager for the Southwest is arranging to have that market supplied with DuMont receivers well ahead of the advent of program service, a spokesman said.

General Electric is planning a series of summer sales and service meetings at which detailed plans for marketing the company's sets in VHF and UHF markets will be announced to dealers and distributors, with emphasis on the new markets, it was reported.

RCA previewed its new TV line at a meeting of some 200 RCA Victor dealers in the Portland, Ore., area on July 15, only four days after the FCC had announced the licensing of the city's first TV station, expected to go on the air this fall on Channel 27. All dealers were to have received some TV sets by the end of the week and quantity shipments have been started to Portland, RCA reported. Similar meetings are planned for the other new TV territories

Westinghouse will offer set-owners in UHF service areas a plug-in attachment capable of adding two UHF channels to the normal VHF reception.

Following TV Thaw

GEN. TIRE BUYS
Control of Crosley Motors

GENERAL Tire & Rubber Co. has bought control of Crosley Motors Inc. from Powel Crosley Jr., one-time owner of WLW Cincinnati and the Crosley Manufacturing Co., (radios, TV sets, refrigerators, other appliances).

The tire firm, which owns seven radio and three television stations and controls MBS, bought 317,077 shares of Crosley Motors' total 569,254 in exchange for 756 shares of 3¼% second preferred stock of General Tire.

In 1945, Mr. Crosley sold 50-kw WLW and the manufacturing facilities of the Crosley company to Avco Manufacturing Co. for $22 million. He retained, however, the motor company.

General Tire & Rubber, which manufactures plastics and rockets and rocket propellants for the military as well as tires and rubber accessories, most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting subsidiary, General Teleradio Inc. [B•T, Jan. 2]. General Teleradio owns the Yankee and Don Lee stations as well. It recently set up a new programming and sales organization, General Telecasting System [B•T, June 30].

After Gen. Eisenhower was nominated as Republican candidate for the Presidency, every Yellow Cab in San Antonio was decorated with a sign, saying "I like KITE."

KITE POLL
75% Favor Eisenhower

A PUBLIC opinion poll taken by KITE-AM-FM San Antonio less than an hour after the Republican convention nominated Gen. Dwight D. Eisenhower showed that a majority of those persons interviewed believe that the World War II hero will be occupying the White House next January.

KITE asked the same three questions of all interviewed: Was Ike the strongest Republican candidate? Who will be elected in November? Whom will the Democrats nominate?

Some 85% felt that the Republicans had chosen their strongest candidate; 75% felt that Gen. Eisenhower would win the election; ideas on the Democratic nominee were mixed, with the greatest majority (25%) of those who ventured a guess favoring Illinois Gov. Adlai Stevenson.

The public opinion poll was part of KITE's continuing measurement of local citizens' opinions on current questions.

XUM

More Samples from the WHO Mailbag

Dear Mr. Shelley:

These few lines are just a "Thank You" note for the article concerning our son, Robert, which you received and so kindly sent on to us. I had thought of writing to you for this but didn't know whether you kept these articles on file or destroyed them after they were used. Bob is our only son and has been over in Korea since the beginning of the War.

And since I've never had any special reason for writing to WHO before I'm going to take this opportunity to tell you how much our family enjoys your station and it's the station most often listened to in our home. We can even tell when a strange announcer's voice is heard. We enjoy all your entertainment and what I wouldn't give to be able to play the piano like Bill Austin, sing like the "Chore Gang" and that guy, Gene Godt and his witticism. I'll bet his wife could choke him sometimes. We even like the chuckles he provokes from the fellows in the studio. To make a long story short we just enjoy all of WHO. Only one thing that we haven't heard for a long time that we enjoyed a great deal, Jack Kerrigan's singing. The last we heard of him he was in the office, too.

My "Thank You" has gotten quite lengthy but did want you to know how much we appreciated your thoughtfulness.

MR. & MRS. THOS. MCCLELLAND
Madrid, Ia.

Dear Mr. Loyet:

This letter is to express the appreciation of the Iowa Milk Dealers Association and Association of Ice Cream Manufacturers of Iowa for the fine program conducted by Herb Plambeck on your Radio Station WHO.

We appreciate the fact that Mr. Plambeck evidently took a considerable amount of time to make a study of our industry which was so interesting and so capably explained during his broadcast Wednesday morning, May 17th.

Thanks again for the splendid cooperation your Radio Station has given the Iowa Industry.

JOHN H. BROCKWAY
Executive Secretary
Association of Ice Cream Manufacturers
Des Moines, Iowa

Dear Sirs:

This is to tell you how high we rate WHO above all other stations especially for News. We left our home at Greene, Ia. last June & have been in Miss., Montana, Wash., Oreg., Calif., full length, then here in very south of Texas. We couldn't get you on the West Coast & surely were delighted to hear you here. We heard the basket ball broadcasts & scores on billboard often & were on the night our Marble Rock won over Allison to take tournament. Many Iowans here & all are anxious for the weather items at 10:15 P.M. often cold there & 92° here during day. This is a nice place. Very pretty country—

MR. AND MRS. GALEN R. GATES
Val Verde Motel, Dorma, Texas

To WHO-all!

I am determined to write you a letter right now, and do you s'pose I can find any paper?

But I just wanted to greet each and every one of you and thank you for the joy you have given us this past year thru WHO!!

Herb Plambeck, Gene Godt — oh what a kick I get out of your humorous episodes! We *sure* enjoyed the WHO kids' hour Saturday! Bud Hoyland & Lucia congrats on baby! Jack Shelly — Song fellows — We *love* you! In fact we love *all* of you down there.

From all of us

SAMUEL (11)
KARL (10)
PETER (9)
TOM (8)
MIRIAM (4)
KNUTE (11 mo.)

OLAF & BERNICE WATNE
Galt, Iowa

Dear Mr. Shelley:

I wish to express my appreciation for the emergency broadcast announced by your station today on the 12:30 News to locate me. My family had been trying since last night to reach me to inform me of the death of a member of my family.

A friend in Marshalltown heard the broadcast and told me on my arrival there this afternoon. Many thanks for your trouble and kindness.

Yours very truly,
L. R. BINDER
Des Moines, Iowa

Gentlemen:

This is a note of appreciation in behalf of the thirty-eight churches in the Presbytery of Des Moines for airing the Presbyterian News of our General Assembly meeting at Cincinnati, Ohio.

We wish to thank the sponsors of the Lowell Thomas program for relinquishing their time so that the more than 9800 members of our denomination in this presbytery might have the opportunity of hearing the highlights of the Assembly.

Sincerely yours,
HAROLD S. GILLENEY
Stated Clerk
Presbyterian Church in the U.S.A.
Presbytery of Des Moines

As a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO *means* in Iowa Plus.

Day in and day out, our mailbags are jammed with personal letters of friendship and confidence — "stamp-of-approval" evidence, from *your customers,* that WHO is giving a unique radio service to the millions of people in Iowa Plus.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

Television Grants and Applications July 11-17

(† Indicates pre-thaw application re-filed.)

NEW STATION GRANTS

BRIDGEPORT, Conn. — Southern Connecticut & Long Island Television Co. (WICC), UHF Ch. 43. ERP 81 kw visual, 46 kw aural; antenna 700 ft. Estimated cost $223,900. [For details about applicant, see TV APPLICATIONS, B•T, July 7.]

NEW BRITAIN, Conn.—New Britain Bcstg. Co. (WKNB), UHF Ch. 30; ERP 180 kw visual, 90 kw aural; antenna 920 ft. Estimated cost $323,800 [B•T, July 7].

DENVER—Eugene P. O'Fallon Inc. (KFEL), Ch. 2; ERP 56 kw visual, 28.5 kw aural; antenna 780 ft. Estimated cost, $364,500 [B•T, June 2].

DENVER—Colorado Television Corp. (KVOD), Ch. 9; ERP 240 kw visual, 120 kw aural; antenna, 954 ft. Estimated cost, $394,000 [B•T, July 7].

DENVER—Empire Coil Co., UHF Ch. 26; ERP 105 kw visual, 52 kw aural; antenna, 1,040 ft. Estimated cost $347,000 [B•T, June 23]. Empire Coil also got UHF grant at Portland, Ore., and is licensee WXEL (TV) Cleveland.

HOLYOKE, Mass.—Hampden-Hampshire Corp. (WHYN), UHF Ch. 55; ERP 65 kw visual, 35 kw aural; antenna 990 ft. Estimated cost $180,000 [B•T, June 23].

NEW BEDFORD, Mass.—E. Anthony & Sons (WNBH), UHF Ch. 28; ERP 200 kw visual, 100 kw aural; antenna 490 ft. Estimated cost $396,800 [B•T, July 7].

SPRINGFIELD, Mass. — Springfield Television Bcstg. Corp., UHF Ch. 61; ERP 115 kw visual, 58 kw aural; antenna 980 ft. Estimated cost $265,000. WSPR Springfield owns 19.2% of grantee [B•T, July 14].

FLINT, Mich.—Trans-American Television Corp., UHF Ch. 28; ERP 17.5 kw visual, 8.7 kw aural; antenna 490 ft. Estimated cost $189,400 [B•T, June 30]. Grantee also is applicant at Evansville, Ind., and Peoria, Ill. James L. Rubenstone, 100% owner, is associated with WFIL Philadelphia.

YOUNGSTOWN, Ohio — Vindicator Printing Co. (WFMJ), UHF Ch. 73; ERP 175 kw visual, 89 kw aural; antenna 960 ft. Estimated cost $972,000 [B•T, May 26, 19].

YOUNGSTOWN, Ohio—WKBN Bcstg. Corp., UHF Ch. 27; ERP 200 kw visual, 100 kw aural; antenna 510 ft. Estimated cost $353,000 [B•T, May 12].

PORTLAND, Ore.—Empire Coil Co., UHF Ch. 27; ERP 91 kw visual, 46 kw aural; antenna, 1,300 ft. Estimated cost, $347,000 [B•T, June 23]. See Denver grant.

YORK, Pa.—Helm Coal Co. (WNOW), UHF Ch. 49; ERP 96 kw visual, 54 kw aural; antenna 470 ft. Estimated cost $176,500 [B•T, June 23].

YORK, Pa.—Susquehanna Bcstg. Co. (WSBA), UHF Ch. 43; ERP 170 kw visual, 85 kw aural; antenna 530 ft. Estimated cost $305,500 [B•T, June 9].

AUSTIN, Tex.—Capital City Television Co., Ch. 18; ERP 216.5 kw visual, 108.5 kw aural; antenna 328 ft. Estimated cost $405,500. Sole owner is Charles Henry Coffield, oil operator [B•T, June 30].

AUSTIN, Tex.—Texas Bcstg. Co. (KTBC), Ch. 7; ERP 109.6 kw visual, 54.8 kw aural; antenna 485.8 ft. Estimated cost $341,000 [B•T, June 23].

SPOKANE, Wash.—KHQ Inc. (KHQ), Ch. 6; ERP 100 kw visual, 50 kw aural; antenna, 941 ft. Estimated cost, $331,900 [B•T, June 9].

SPOKANE, Wash.—KXLY-TV, Ch. 4; ERP 100 kw visual, 54.95 kw aural; antenna 840 ft. Estimated cost $377,000 [B•T, July 7]. Bing Crosby is 47.6% owner and KXLY is 50% owner.

CHANNEL CHANGE GRANTS

WBRC-TV Birmingham, Ala.—Granted change from Ch. 4 to Ch. 6, with effective radiated power boost from 14.25 kw visual and 7.25 kw aural to 100 kw visual and 50 kw aural, antenna height above average terrain from 750 ft. to 910 ft. Estimated cost nearly $270,000.

WLTV (TV) Atlanta—From Ch. 8 to Ch. 11, ERP from 23.8 kw to 316 kw, antenna from 456 ft. to 1,330 ft.

WAVE-TV Louisville, Ky.—From Ch. 5 to Ch. 3, ERP from 7 kw visual and 3.5 kw aural to 100 kw visual and 50 kw aural.

WOOD-TV Grand Rapids, Mich.—From Ch. 7 to Ch. 8, ERP from 19.7 kw visual and 9.9 kw aural to 316 kw visual and 160 kw aural, antenna from 501 ft. to 1,000 ft. Estimated cost $363,700.

WHAM-TV Rochester, N. Y.—From Ch. 6 to Ch. 5, ERP from 16.7 kw visual and 8.7 kw aural to 100 kw visual and 50 kw aural, antenna 497 ft. (no change). Estimated cost $112,300.

WCPO-TV Cincinnati—From Ch. 7 to Ch. 9, ERP from 24 kw to 316 kw, antenna 660 ft. Estimated cost, $206,687.

WKRC-TV Cincinnati—From Ch. 11 to Ch. 12, ERP from 24.5 kw to 316 kw, antenna 610 ft. Estimated cost, $178,500.

WHIO-TV Dayton, Ohio—From Ch. 13 to Ch. 7, ERP from 24 kw visual and 13 kw aural to 200 kw visual and 100 kw aural, antenna from 570 ft. to 1,144 ft. Estimated cost $561,000.

WJAC-TV Johnstown, Pa.—From Ch. 13 to Ch. 6, ERP from 6.5 kw visual and 3.7 kw aural to 70 kw visual and 35 kw aural, antenna 1,120 ft. (no change).

WDTV (TV) Pittsburgh—From Ch. 3 to Ch. 2, ERP from 16.6 kw to 100 kw, antenna 810 ft.

WJAR-TV Providence, R. I.—From Ch. 11 to Ch. 10, ERP from 30 kw to 316 kw, antenna 600 ft. Estimated cost $260,000.

WSAZ-TV Huntington, W. Va.—From Ch. 5 to Ch. 3, ERP from 16.8 kw to 84 kw, antenna 590 ft. Estimated cost, $91,000.

WTMJ-TV Milwaukee—From Ch. 3 to Ch. 4, ERP from 0.925 kw visual and 0.578 kw aural to 100 kw visual and 50 kw aural, antenna from 340 ft. to 908 ft. Estimated cost $372,000.

SET FOR HEARING

SACRAMENTO, Calif.—Ordered hearing for KCRA Inc. (KCRA), Sacramento Broadcasters Inc. (KXOA) and Harmco Inc. (KROY), all seeking Ch. 3; and McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters, both seeking Ch. 10.

DENVER—Ordered hearing for KMYR Bcstg. Co. (KMYR) and Metropolitan Television Co. (also applicant to buy KOA; B•T, July 14), both seeking Ch. 4; and Aladdin Radio and Television Corp., both seeking Ch. 7. Dismissed applications of Edward Lasker, Landon Television Broadcast Co., Daniels and Fisher Stores Co. and Denver Television Co. which had not been amended since Sixth Report was issued April 14.

BRIDGEPORT, Conn.—Ordered dismissal of incomplete application of Empire Coil Co. for Ch. 49.

WATERBURY, Conn.—Ordered hearing for American Republican Inc. (WBRY) and WATR Inc. (WATR), both seeking Ch. 53.

TAMPA-ST. PETERSBURG, Fla.—Ordered hearing for Pinellas Bcstg. Co. (WTSP), Tampa Bay Area Telecasting Corp. and Tribune Co. (WFLA), all seeking Ch. 8; Tampa Times Co. (WDAE), Orange Television Bcstg. Co. and Tampa Bcstg. Co. (WALT), all seeking Ch. 13; Empire Coil Co. and City of St. Petersburg (WSUN), both seeking Ch. 38. Dismissed unamended application of Gulf Theatres Inc.

FORT WAYNE, Ind.—Ordered hearing for Northeastern Indiana Bcstg. Co. (WFTW), News-Sentinel Bcstg. Co. (WGL) and Fort Wayne Television Corp., all seeking Ch. 33. Dismissed as incomplete applications of Westinghouse Radio Stations Inc. (WOWO) and Radio Fort Wayne (WANE), both seeking Ch. 21. Dismissed unamended application of Farnsworth Radio and Television Co.

WICHITA, Kan.—Ordered hearing for Radio Station KFH Co. (KFH), Taylor Radio and Television Corp. (KANS), Sunflower Television Co., Mid-Continent Television Inc. and Wichita Television Corp., all seeking Ch. 3; WKY Radiophone Co. (WKY-AM-TV Oklahoma City) and KAKE Bcstg. Co. (KAKE), both seeking Ch. 10; Wichita Beacon Bcstg. Co. (KWBB) and KFBI Inc. (KFBI), both seeking Ch. 16. Dismissed incomplete application of The C.W.C. Co. for Ch. 16 and dismissed unamended application of OkKan Television Chain Inc.

FALL RIVER, Mass.—Dismissed unamended application of New England Television Co.

SPRINGFIELD-HOLYOKE, Mass.—Dismissed unamended application of New England Television Co.

FLINT, Mich.—Ordered hearing for Booth Radio and Television Stations Inc. (WBBC), Trebit Corp. (WFDF) and WJR, Goodwill Station Inc. (WJR Detroit), all seeking Ch. 12; W. S. Butterfield Theatres Inc. and Trendle-Campbell Bcstg. Co. (WTAC), both seeking Ch. 16. Dismissed unamended application of Advertisers Press Inc. (WAJL-FM).

JACKSON, Mich.—Ordered hearing for WIBM Inc. (WIBM) and Jackson Broadcasting and Television Corp. (WKHM), both seeking Ch. 48.

DULUTH, Minn.-SUPERIOR, Wis.—Ordered hearing for Red River Bcstg. Co. (KDAL), Head of Lakes Bcstg. Co. (WEBC) and Lakehead Telecasters Inc. (principals with WREX), all Duluth, and Ridson Inc. (WDSM), Superior, all seeking Ch. 6.

CANTON, Ohio—Ordered hearing for Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW), both seeking Ch. 29.

YOUNGSTOWN, Ohio—Dismissed unamended application of Mansfield Radio Co.

PORTLAND, Ore.—Ordered hearing for KOIN Inc. (KOIN), Pioneer Broadcasters Inc. (KGW) and KXL Broadcasters (KXL), all seeking Ch. 6; Westinghouse Radio Stations Inc. (KEX) and Portland Television Inc., both seeking Ch. 8; Oregon Television Inc. and Columbia Empire Telecasters Inc. (KPOJ owns 40%), all for Ch. 12; Mt. Scott Telecasters Inc. (KGON Oregon City) and Vancouver Radio Corp. (KVAN Vancouver, Wash.), both seeking Ch. 21. Dismissed unamended applications of KPOJ Inc. (KPOJ) and Edward Lasker.

ALLENTOWN, Pa.—Ordered dismissal of defective application of Queen City Television Co. for Ch. 39 and dismissed unamended applications of Lehigh Valley Television Inc. and Associated Broadcasters Inc. (WEST Easton).

HARRISBURG, Pa.—Ordered hearing for Kendrick Bcstg. Co. (WHGB) and Rossmoyne Corp. (WCMB Lemoyne), both seeking Ch. 27; and WABX Inc. and Harrisburg Broadcasters Inc., both seeking Ch. 71

READING, Pa—Ordered hearing for Eastern Radio Corp. (WHUM) and Hawley Bcstg. Co. (WEEU), both seeking Ch. 61.

AUSTIN, Tex.—Dismissed unamended application of Texas Telenet System Inc.

BEAUMONT-PORT ARTHUR, Tex.—Ordered hearing for Port Arthur College (KPAC), Port Arthur, and Lufkin Amusement Co., Beaumont, both seeking Ch. 4; and Enterprise Co. (KRIC) and KTRM Inc. (KTRM), both seeking Ch. 6 at Beaumont. Dimissed unamended applications of Sabine Television Co. and Beaumont Television Co.

SPOKANE, Wash.—Dismissed unamended application of Bing Crosby as individual. See grant of KXLY-TV above.

SUPERIOR, Wis.—See DULUTH, Minn., above.

APPLICATIONS

LISTED IN STATE ORDER

MONTGOMERY, Ala.—Alabama Television Co., VHF Ch. 12 (204-210 mc); ERP 5.2 kw visual, 2.1 kw aural; antenna height above average terrain 715 ft., above ground 751 ft. Estimated construction cost $145,000, first year operating cost $150,000, revenue $175,000. Post Office address: 3738 Kanawha St., N. W., Washington, D. C. Studio and transmitter location: 3.5 mi. SE of Montgomery city limits on U. S. 231. Geographic coordinates: 32° 18' 39" N. Lat., 86° 13' 40" W. Long. Transmitter RCA, antenna RCA. Consulting engineer William E. Benns Jr., Washington. Sole owner is **William E. Benns** Jr., vice president of WBAM Montgomery and secretary-treasurer of WVOK Birmingham, Ala. Mr. Benns also is consulting radio engineer, Washington.

† **MONTGOMERY, Ala. — Southern Enterprises**, Ch. 32 (578-584), ERP 19.8 kw visual; antenna height above average terrain 384 ft., above ground 340 ft. [Amendment of application filed since April 14; see B•T, June 16.]

† **FORT SMITH, Ark.—American Television Co.**, VHF Ch. 5 (76-82 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 650 ft., above ground 448 ft. Estimated construction cost $338,600, first year operating cost $300,000, revenue $300,000. Post Office address: 15-17-19 Court St., Fort Smith, Ark. Studio location: 417 Garrison Ave. Transmitter location: 5.3 mi. NNE of center of Fort Smith. Geographic coordinates: 35° 27' 11" N. Lat., 94° 22' 26" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **H. S. Nakdimen** (33⅓%), owner of 525 out of 1,500 shares of stock and secretary-treasurer of KWHN Fort Smith, 75% stockholder and President of following: City National Bank, Fort Smith, City National Co. (real estate), Fort Smith, and Oklahoma-Arkansas Telephone Co., Poteau, Okla.; Vice President **Dick Allis** (33⅓%), Dick Allis & Co. (food broker), Fort Smith, and Secretary-Treasurer **Mrs. Fern Rice** (33⅓%), secretary.

LITTLE ROCK, Ark.—Wrather, Hill & Alvarez, VHF Ch. 11 (198-204 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 761 ft., above ground 664 ft. Estimated construction cost $885,700, first year operating cost $360,000, revenue $300,000. Post Office address: 1431 Donaghey Bldg., Little Rock, Ark. Studio location: 1320 Main St. Transmitter location on Reservoir Road, 1.7 mi. East of Little Rock city limits. Geographic coordinates: 34° 46' 05" N. Lat., 92° 22' 24" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include General Partners **Maria Helen Alvarez** (25%), **J. B. Hill** (25%) and **J. D. Wrather Jr.** (50%), president and 50% stockholder of Jack Wrather Productions (motion picture production), Los Angeles, and president and 60% stockholder of Wrather TV Productions (producers of telecasts for NBC), Los Angeles.

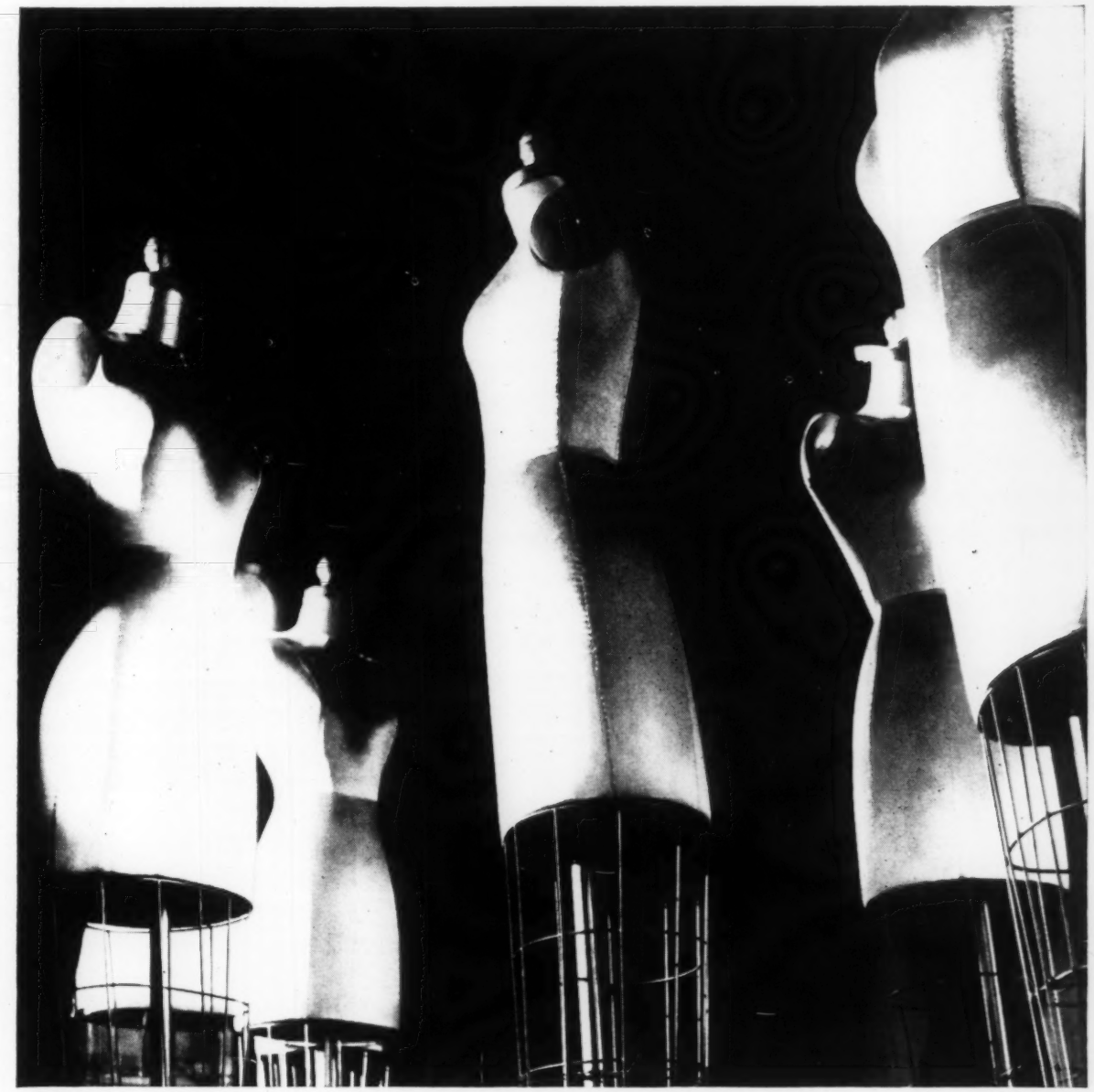
BERKELEY, Calif.—Pacifica Foundation (KPFA), UHF Ch. 44 (650-656 mc); ERP 19.9 kw visual, 9.9 kw aural; antenna height above average terrain 1372 ft., above ground 341 ft. Estimated construction cost $535,180, first year operating cost $345,040; operating funds would accrue from philanthropic organizations or educational organizations and audience subscription. Post Office address: 2207 Shattuck Ave., Berkeley 4, Calif. Studio location: to be determined. Transmitter location: 5170 Grizzly Peak Blvd. Geographic coordinates: 37° 51' 11" N. Lat., 122° 13' 18" W. Long. Transmitter RCA, antenna RCA. Legal Counsel Norman Jorgensen, Washington. Principals include Chairman **Lewis Hill**, Treasurer **Karl Zapf** and Chief Engineer **Edward Neece**, who prepared the engineering portions of application. Applicant is non-profit, educational organization.

† **EUREKA, Calif.—Redwood Bcstg. Co. (KIEM)**, VHF Ch. 3 (60-66 mc); ERP 17.3 kw visual, 9.3 kw aural; antenna height above average terrain 111 ft., above ground 382 ft. Estimated construction cost $181,583, first year operating cost $115,000, revenue $85,000. Post Office address: Radio Center, 6th and E Streets. Studio location 6th and E Streets. Transmitter location: On McFarland Tract (KIEM-KRED transmitter sites). Geographic coordinates: 40° 48' 09" N. Lat., 124° 08' 20" W. Long. Transmitter GE, antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Sole owner is **William B. Smullin.**

MONTEREY-SALINAS, Calif. — See Salinas, Calif.

SACRAMENTO, Calif.—John Poole Bcstg. Co., UHF Ch. 46 (662-668 mc); ERP 95.5 kw visual, 47.8 kw aural; antenna height above average terrain 347 ft., above ground 365 ft. Estimated construction cost $261,500, first year operating cost $170,000, revenue $130,000. Post Office address: Top Floor, Security Bldg., Long Beach 2, Calif. Studio and transmitter location on south bank of American River, about 1,500 ft. east

(Continued on page 38)



Do you recognize these famous movie stars?

In New York and other fashion centers, they keep dummies made to the exact measurements of Hollywood stars.

When a star wants a new gown, she calls her shop—and it's measured right on her model!

Then it's only a matter of hours before the gown is in Hollywood. For these style centers ship their fashions the world's fastest way—via Air Express!

Getting new fashions *first* is important to Hollywood stars. But it's even *more* important to fashion buyers in stores all over the country . . . where a few days can mean the difference between profit and loss.

That's why stores (as well as stars) get their fashions Air Express!

Whether your business is fashions or factories, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST—Air Express gets *top priority* of all commercial shipping services—gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at *no extra cost.*

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.

1952—OUR 25TH YEAR.

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5000 WATTS ON 600 KC —

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THE O. L. TAYL

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EFFECTIVE

WPDQ — Jacksonville's

Delivers All of a GREAT MARKET:

(Daytime 0.5 MV Area)

Population *	555,400
Radio Homes **	141,670
Retail Sales *	$507,079,000
Effective Buying Income *	$632,776,000

*Copyr. 1952, Sales Management Surv. B.P.; further repro. not licensed.
**Consumer Mkts. S.R.D.S.

ABC NETWORK JACKSONVIL

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— JACKSONVILLE, FLORIDA

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Cracker Jack Show - 5:30 to 9:00 AM--
Top Morning Personality

***At Home with Anne Daly*—1:35 to 2:30 P. M.**
Jacksonville's First Lady in Radio

***Food Parade*—Florida's Greatest Merchandising Show**
7-Point Merchandising Show

VILLE **WPDQ** FLORIDA

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WILKES-BARRE, PENNSYLVANIA

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OF

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ATLANTA • NEW ORLEANS
SAN FRANCISCO

AS

NATIONAL REPRESENTATIVES

EFFECTIVE

JULY 1, 1952

Both Media Into One?

(Continued from page 23)

ration project, following the recommendations of Booz, Allen & Hamilton, management consultants, it was with the notion of "giving TV its head." Other networks and many stations engaged in both radio and TV followed suit. It soon resulted in sprawling organizations, with parallel units operating separately. Coordination became difficult and policy decisions came hard and only from the top.

In the return to integrated operation, the objective is to hammer out a more efficient organization at all levels—management, sales, programming and employe relations. It seeks to eliminate overlap, and at the same time gear operations so that radio and television can sell more effectively against competitive media—newspapers and magazines, for example—rather than against themselves. The seven top level changes at NBC effected by President Joseph H. McConnell obviously will be followed by reassignments in each of the newly created branches, heretofore staffed by exclusively radio or TV personnel.

Brig. Gen. David Sarnoff, chairman of the board of RCA, NBC's parent, before he left for Europe early this month, told BROADCASTING • TELECASTING that in his view, radio and television should not be competitive. He supported the idea of integration and of single operations at the network and the owned-and-operated stations level.

The pioneer who has predicted many significant advances in the broadcast media for a generation, Gen. Sarnoff is convinced that the simulcast — virtually non-existent today—is due for resurgence. He believes that a single programming structure will eventuate and that programs will be sold to sponsors for both radio and television transmission.

Views Coincide

Some of Gen. Sarnoff's views coincide with those of others identified with network operations. This is founded on the theory that networks, to continue, must show a profit. Radio networks have not shown profits in the last few years. By integrated operation, the network structure as a whole, it is believed, would be profitable, at least for the foreseeable future. The owned-and-operated stations which have been profitable enough to support not only themselves but also the radio networks would, presumably, improve their earnings.

The eventual alternative would be the operation of networks along the lines of press associations, wherein a fee is paid for each kind of service rendered. But that is viewed as on the far horizon.

In maturity, it is contended, the combined radio-TV sales approach could go far in settling the competitive radio-TV question and myriad problems of sales, programming, talent and overall overhead —all of which have pyramided in the rush toward "unintegration" of radio and TV operations.

And it is predicated upon the recent conviction that radio and television have been wrongly construed as predatory competitors. Rather, it is now believed they are complementary media. They function under the same laws; are licensed by the same government authority; cater to the same clients through the same advertising agencies; use largely the same talent and personnel. Ultimately, it is conjectured, service may be provided from the same combination visual-audio transmitters to all-purpose receivers that will do everything but cook.

Ingredients For Stabilization

Those who contend this plan makes economic sense realize it surely would revolutionize the present order. They argue it has all of the ingredients for stabilization of both media, with both profiting from the critical errors of the past, notably in rate-making.

But they also recognize that while the plan may be invoked by individual combined AM-TV stations in individual markets at any time, it will be a longer haul for competitive networks. The combined facilities must first be available in a sufficient number of markets. With upwards of 600 applications for TV stations now pending in nearly 300 markets the affiliates for several competitive networks ultimately should be available.

Thus, it is calculated that the one-rate thesis is destined to evolve slowly—first on a city-by-city basis, and then at the network level. It depends on how swiftly the primary markets offer combination radio-TV service, competitively.

POMEROY'S SALE

Radio Tests' First Result

FIRST concrete result of the radio tests conducted by Pomeroy's of Pottsville (Pa.) and WPAM in that city [B•T, June 30, May 5] was announced last week by Ed K. Smith, general manager of WCMB LeMoyne, Pa., across the Susquehanna River from Harrisburg.

Beginning July 19, Pomeroy's of Harrisburg went on a regular 15-spot-per-day schedule on WCMB. Both the station and the Harrisburg department store will use the same copy and techniques to sell the same kind of merchandise successfully promoted in the Pottsville tests.

This is the first move to apply the lessons learned in the WPAM-Pomeroy's Pottsville experiments.

It is the first time that the leading Harrisburg department store has bought a regular radio schedule. Up to now it used newspaper advertising almost exclusively.

Congratulations

KFEL-TV
DENVER

First post-freeze station on the air

RCA-EQUIPPED THROUGHOUT

RCA RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.

Television Grants and Applications

(Continued from page 32)

of confluence of American and Sacramento Rivers. Geographic coordinates: 38° 35' 57" N. Lat., 121° 29' 54" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washingtn. Consulting engineer T & T Radio Measurements Co., Long Beach, Calif. Sole owner is **John H. Poole**, licensee of KBIG Avalon, Calif., and KM2XAZ (TV) Los Angeles (experimental UHF station). He is applicant for UHF TV stations in Bakersfield, Fresno, Los Angeles, Salinas and Stockton, Calif.

SALINAS-MONTEREY, Calif.—Salinas Bcstg. Corp. (KSBW), VHF Ch. 8 (180-186 mc); ERP 11.5 kw visual, 5.9 kw aural; antenna height above average terrain 2,792 ft., above ground 237 ft. Estimated construction cost $278,992, first year operating cost $300,000, revenue $350,000. Post Office address: P. O. Box 1651, Salinas. Studio location on West Laurel Drive. Transmitter location on Mt. Toro, 10 mi. South of Salinas. Geographic coordinates: 36° 31' 37" N. Lat., 121° 36' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel John P. Hearne, San Francisco, Calif. Consulting engineer Robert L. Hammett, San Francisco. Principals include President **John C. Cohan** (25⅓%), general manager and 33⅓% owner of KSBW; Vice President **Lewis A. Terven Jr.** (24⅓%), 33⅓% owner of KSBW; Secretary-Treasurer **William M. Oates** (25⅓%), assistant general manager and 33⅓% owner of KSBW, and **The Chronicle Publishing Co.** (25%), owner of *San Francisco Chronicle* and licensee of KRON-FM-TV San Francisco.

SAN JOSE, Calif—Standard Radio & Television Co., VHF Ch. 11 (198-204 mc); ERP 180 kw visual, 112.2 kw aural; antenna height above average terrain 2,785 ft., above ground 274 ft. Estimated construction cost $491,352, first year operating cost $274,718, revenue $279,225. Post Office address 702-10 Commercial Bldg., San Jose, Calif. Studio location corner of Park Ave. and Montgomery St. Transmitter location on Peak Loma Prieta, 4.6 mi. SSW of New Almaden, Calif. Geographic coordinates 37° 06' 39.8" N. Lat., 121° 50' 33" W. Long. Transmitter RCA, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Allen T. Gilliland** (24%), owner of Sunlite Bakery, San Jose; Vice President **Fred J. Fletcher** (16%), majority stockholder of Fletcher (Buick) Motor Co., San Jose; Treasurer **Paul Shaeffer** (16%), owner of Valley Equipment Co., San Jose, and **Roy M. Butcher** (16%), electrical contractor, San Jose.

STOCKTON, Calif.—San Joaquin Telecasters (KSTN), UHF Ch. 36 (602-608 mc); ERP 145 kw visual, 77 kw aural; antenna height above average terrain 306 ft., above ground 326 ft. Estimated construction cost $228,000, first year operating cost $200,000 revenue $250,000. Post Office address: KSTN, Clark Hotel, Stockton, Calif. Studio and transmitter location: immediately South of Clark Hotel at Sutter and Market Streets. Geographic coordinates: 37° 57' 08" N. Lat., 121° 17' 02" W. Long. Transmitter and antenna GE. Legal counsel St. Clair, Connolly & Cerini, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include General Partners **Knox LaRue** (50%), 49% owner of KSTN, 32% owner of KONG Visalia and 37% owner of KMOR Oroville, Calif., and **Lester Eugene Chanault** (50%), general manager and 15% owner of KYNO Fresno and 12% owner of KSTN. (Mr. LaRue also filed for Ch. 2 in Denver after that channel had been assigned to another applicant; see below.)

DENVER, Col.—Knox LaRue, VHF Ch. 2 (54-60 mc); ERP 54 kw visual, 27 kw aural; antenna height above average terrain 928 ft., above ground 271 ft. Estimated construction cost $237,755, first year operating cost $300,000, revenue $400,000. Post Office address: 1207 W. Tulare, Visalia, Calif. Studio location to be determined. Transmitter location on Lookout Mtn., 1.9 mi. SW of center of Golden, Col. Geographic coordinates 39° 43' 46" N. Lat., 105° 14' 12" W. Long. Transmitter RCA, antenna RCA. Legal counsel St. Clair, Connolly & Cerini, San Francisco. Consulting engineer James R. Bird, San Francisco. Sole owner is **Knox LaRue,** 49% owner of KSTN Stockton, 33% owner of KONG Visalia and 37% owner of KMOR Oroville, Calif. [Note: This application received after grant of Ch. 2 to Eugene O'Fallen, KFEL Denver, see AT DEADLINE, B•T, July 14.]

NEW HAVEN, Conn.— The WAVZ Bcstg. Corp. (WAVZ), UHF Ch. 59 (740-746 mc); ERP 249 kw visual, 129.4 kw aural; antenna height above average terrain 638 ft., above ground 430 ft. Estimated construction cost $347,412, first year operating cost $197,321, revenue $123,000. Post Office address: 152 Temple St. Studio location 152 Temple St. Transmitter location: On Baldwin Drive, 1.3 mi. North of West Rock. Geographic coordinates: 41° 21' 02" N. Lat., 72° 58' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Greenbaum, Wolff & Ernst, NewYork. Consulting engineer Lynne C. Smeby, Washington. Principals include President **Victor Whitman Knauth** (45%), 50% owner of *Omnibook Magazine*, and Vice President and Treasurer **Daniel W. Kops** (54%), former editorial writer on *Harrisburg* (Pa.) *Telegram*.

NEW LONDON, Conn.—The Thames Bcstg. Corp. (WNLC), UHF Ch. 26 (542-548 mc); ERP 106 kw visual, 53 kw aural; antenna height above average terrain 500 ft., above ground 211 ft. Estimated construction cost $161,430, first year operating cost $104,000, revenue $77,000. Post Office address: 281 State St., New London, Conn. Studio location: Mohican Hotel. Transmitter location: atop Richmond Hill on Rt. 61, 10.5 mi. NW of center of New London. Geographic coordinates: 41° 23' 42" N. Lat., 72° 11' 35" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals includes President and Treasurer **Gerald J. Morey** (50.4%), Vice President and Secretary **Roderick L. Morey** (49%) and **(Mrs.) Mary L. Morey** (0.6%).

DAYTONA BEACH, Fla. — News-Journal Corp. (WNDB), VHF Ch. 2 (54-60 mc); ERP 30.2 kw visual, 15.1 kw aural; antenna height above average terrain 324 ft., above ground 353 ft. Estimated construction cost $214,150, first year operating cost $148,000, revenue $160,000. Post Office address: 128 Orange Ave., Daytona Beach. Studio location 128 Orange Ave. Transmitter location 6th St. and Canal Road. Geographic coordinates 29° 13' 44" N. Lat., 81° 03' 03" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Julius Davidson** (25%), Vice President **Herbert M. Davidson** (30%) and **Herbert M. Davidson Jr.** (5%). The News-Journal Co. holds 40% interest; this stock is voted by John H. Perry

(Continued on page 72)

the cornerstone of every advertising campaign in New Haven and New England

TV WNHC FM

WNHC RADIO NBC

represented by the Katz Agency

ARB Surveys GOP Meet

REPORT on TV audience coverage of the Republican National Convention and related programs in Chicago past fortnight will be issued by the American Research Bureau today (Monday) as the Democratic meet gets underway. In addition to ratings, study will show actual number of TV homes, viewers per set and sex ratio, according to ARB Director James Seiler. Survey will cover nation by counties, including urban and rural areas in every section within 150 miles of a TV signal. Study will be based on ratings for the week of July 7-13 and also include any competing programs in listings, using the usual ARB viewer-diary method.

'SUCCESS STORY'
KBOX School Program Cited

HIGH listenership and teacher-student acceptance for in-school broadcasts are claimed for KBOX Modesto, Calif., commercial outlet, in a current article appearing in the *CTA Journal*, official publication of the California Teachers' Assn.

Mr. Witherspoon

Titled "Success Story," the feature spotlights the KBOX program, *The Story of the News*, written, produced and announced by John Witherspoon, station's news director. Show has been on the schedule since last November when KBOX first went on the air.

The program is prepared in cooperation with the County Superintendent of Schools office and builds top stories along social studies lines. Aired daily, it is beamed at different grade levels. Teachers find it easy to use the program as an incentive for "valuable classroom discussion," and describe it as an "unqualified success," according to the article.

ABC radio's *Tennessee Ernie Time*, new weekly hour-and-a-half program, features the western singer plus recording artist guest stars whose latest records he will play. Show is packaged by Cliffie Stone Productions, Hollywood.

upcoming

July 20-Aug. 2: Second annual North Carolina High School Radio Institute, U. of North Carolina, Chapel Hill.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.

Aug. 4-7: Mid-South Audio Show, Peabody Hotel, Memphis, Tenn.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 15-16: West Virginia Broadcasters Assn. meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 17-24: Educational Television Workshop, Iowa State College, Ames, Iowa.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.

Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.

Sept. 5: BAB Sales Clinic, Chicago.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: NARTB District 14, Cosmopolitan Hotel, Denver.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.

Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 2-3: NARTB District 4, Hotel Carolina, Pinehurst, N. C.

Oct. 6-7: NARTB District 5, Hotel Biltmore, Atlanta.

Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 9-10: NARTB District 6, Hotel Peabody, Memphis.

Oct. 13-14: NARTB District 3, Hotel Penn-Harris, Harrisburg, Pa.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 16-17: NARTB District 2, Westchester Country Club, Rye, N. Y.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20-21: NARTB District 1, Hotel Statler, Boston.

RADIO SELLS FEEDS

Ralston Budget Up

RALSTON-PURINA's Chows division radio budget has multiplied eight times in the past 10 years, a direct result of radio "reaching more farm homes more frequently at a low cost per listener when farmers are in a receptive mood to selling." Volume of business on the livestock feeds rose from $61,598,000 to $375 million in that time.

This sales claim for radio, by a client who has been sold on the medium for two decades, was made in Chicago Tuesday as Ralston-Purina, St. Louis, launched preliminary work on a three-month fall promotion campaign in which the 563 stations it buys will cooperate. The business-luncheon session with 84 midwest station executives has been duplicated in Seattle, San Francisco, Denver and Omaha since July 7 and will be repeated before July 26 in Fort Worth, Memphis, Nashville, Atlanta, Jackson, Charlotte and Pittsburgh.

G. M. Philpott, vice president and director of advertising for Ralston-Purina; Maury Malin, advertising manager for the Chows division, and E. H. Hamel, sales manager of the Corn Belt region, one of five Purina sales areas, outlined sales and merchandising objectives for radio stations in the campaign, first of its kind to be conducted by the company.

Stations, working with dealers, will seek to bring Chows to consumer attention at the local level. The leading station man and Purina salesman in each of 21 districts will earn an all-expense trip for two to the nearest bowl football games New Year's Day.

Scheduled to start in September and continue through November, the campaign will center on demonstrations of live pigs and hens in dealer outlets. Hens will compete in egg-laying, while the pigs will be judged on how much weight they gain in a specified time period.

Ralston-Purina, which is not "asking for something for nothing," Mr. Philpott said, has suggested several merchandising ideas in a personalized kit for every participating station. Among the ideas are a studio party for dealers, a dealer postcard campaign, tape interviews with owners of the hens used in the store demonstrations, regular air reports on their egg production, tape interviews with Purina poultry customers, interviews with dealers showing the pigs—Mike and Ike—weight reports and a windup store event show at the close of the campaign.

Convinced that the farm audience is a stable one and will be for years to come, Mr. Philpott sees farm broadcasting as a solid "hedge" to television. Mr. Malin, ad manager of the feed division, agrees. "We are not ready to throw in the towel on radio." His objectives in conducting the promotion sessions to radio people throughout the country is to "show first why we are sold on radio" and then to point out "that radio itself works better when the station and Purina salesman team-up in the selling."

Radio time purchases designed to attract farm audiences and potential buyers of livestock feed (more than 100 kinds) have risen from $173,000 in 1942 to $1,450,000 in 1952—more than eight times in a decade, and more than the total budgets of all other media used. The media breakdown: Direct mail, $35,000; billboards, $47,000; small town newspapers, $150,000; minute movies, $58,000, and farm magazines, $900,000.

In that same 10 years, Ralston-Purina grew from 20 to 34 mills and from 1,055,000 tons of Chow production to 3,700,000.

Radio investments since 1942 have been: 1943, $218,000; 1944, $217,000; 1945, $565,000; 1946, $370,000; 1947, $540,000; 1948, $475,000; 1949, $565,000; 1950, $580,000; 1951, $1,175,000 and 1952, $1,450,000.

A continuous and steady user of radio, Ralston-Purina executives have learned that radio's best and most effective results come from following an equally continuous and steady pattern in the purchase and use of time.

The company, for its Chows, uses straight entertainment in the Eddy Arnold fashion in the South, farm service shows above the Mason-Dixon Line and blends both on the West Coast, Mr. Malin said. Citing the success of radio, he said one offer of a free picture on *Grand Ole Opry*, sponsored on NBC's southern leg, brought in 187,000 requests.

It cost the company about $20,000 to mail the pictures and ana-

(Continued on page 40)

Light by Radio

USE of a radio signal to turn street lights off and on is being considered in New York City. Comr. Dominick F. Paduano of the Dept. of Water Supply, Gas and Electricity explained last week that the radio control device would operate on a signal from WNYC New York, municipally owned station. He pointed out that with the radio signals, a "blackout" could be achieved in a matter of seconds. But he emphasized that it would take a long time before the city light system could be fully equipped even if the radio-control idea is adopted.

Are you selling this prosperous region?

Is your marketing map up to date?

The listeners here are legion*

in the 7th New England State

WTAG

AND WTAG FM • 580 KC • BASIC CBS

WORCESTER, MASSACHUSETTS

See Raymer for reasons

*MORE PEOPLE LISTEN TO WTAG THAN ANY OTHER STATION IN THE AREA

Ralston Sells Feeds by Radio

(Continued from page 39)

lyze the mail pull, taking a count on audience distribution. Ralston-Purina learned what stations "should tell us, but don't," that the audience was predominantly rural and did use livestock feeds.

Need for accurate and continuing farm audience measurements, with farmers' listening habits and family composition, was cited by company and agency men at the meeting. Although final proof of the radio buying is in the selling of Purina Chows, the agency and client need facts in advance to lay plans and campaigns with less element of chance. These facts, they agreed, are not available, and should be furnished by the industry.

Mr. Malin said the greatest need is to have continuing reports, rather than sporadic and isolated surveys which are now occasionally submitted by a single station in a sales presentation.

TV is being tested with a noonday show in Indianapolis, where all Ralston researchers found that 47% of the farmers within viewing radius own television sets. They learned this after a road-by-road survey made in company cars, with drivers counting antennas. TV experimentation will expand into Oklahoma City shortly as the firm sponsors a weekly farm newsreel show.

A slide film presentation on the successful tie-in promotion efforts last year by WIOU Kokomo, Ind., which won first prize in a Ralston competition, showed the value of simplicity, sincerity and consistency in promotion and merchandising efforts.

Too often, radio station merchandising is aimed at the wrong target, Purina men said. Local station promotion need not be complicated, elaborate or extensive to be effective, but it does need to be aimed accurately, timed well, comprehensive and punchy, they said.

Radio billing on Purina Chows is handled by Brown Bros. Agency, St. Louis. New to the agency is Paul Visser, agriculture director at NBC Chicago who joins Brown Bros. next month as a regional account executive on Purina, handling the Grain Belt area and a portion of the Eastern area.

TWO MORE advertising agencies have been enfranchised by the Canadian Assn. of Broadcasters, bringing the total to 66 agencies. The additional agencies are James Elliot Russell Inc., New York, and W. A. Willis Adv. Agency, Toronto.

WE'RE NOT SMUG

. . . but we *are* pleased that so many new, as well as old, advertisers have found that advertising on KLRA pays off!

IN 1951—

Local Business Increased 14.5%

(Failing to top our best year, but coming in a strong second.)

National Spot Increased 35.8%

(Making it the best year in the station's history in this classification).

IN 1952—

Local Business Is Up 21.8%

(First five months '52 over '51. These are folks who know us best).

National Spot Is Up 17.9%

(And remember, please, that last year was our best year. We have our fingers crossed!)

THERE'S A REASON—

Strong CBS Radio programming, plus local shows that folks like to listen to, plus a strong Promotion Department that not only plugs KLRA shows and personalities, but has racked up an enviable record of successes in merchandising KLRA advertisers' products . . . all help to make KLRA "Arkansas's Listening Habit". The only Farm Service Director in the state, a full-time News Department, five top Disc Jockeys, and plenty of know-how all add to the plus-values you get when you buy KLRA!

For the Complete KLRA Story, Ask any O. L. Taylor Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

ZIV SHIFT

Gordon Moves to Hollywood

BOARD of directors of Frederic W. Ziv Co. announced yesterday (Sunday) that Herbert Gordon, Ziv vice president in charge of production, has moved his headquarters from New York to Hollywood.

The announcement came as civic leaders in New York intensified efforts to retain radio and TV production in the East in the face of a growing trend of operations shifting to Hollywood.

Mr. Gordon said he will be established in Hollywood in time to work on greatly expanded Ziv production schedules and increased budgets that will begin in the fall. He added that a staff will be retained in New York although the major part of Ziv's production will be in Hollywood.

Expanded Production Plans

"Our new radio and television programs are going to be more important than ever," Mr. Gordon said. "In addition to our new radio show, *Freedom, U. S. A.*, we are also working on a new television show which will be announced soon. Our production schedule and budget for the coming year will be at least double that of last year. We are signing Hollywood's major stars for both radio and television and we are talking with writers and are buying important properties."

Mr. Gordon, a one-time successful band leader, entered the field of production as an executive with the William Morris Agency. Before joining Ziv, he served Decca Records as administrative head of the recording division. He is also a vice president of Ziv subsidiaries, Ziv Television Programs Inc. and World Broadcasting System and is president of the Delaware Music Co.

Mr. Gordon and John L. Sinn, president of Ziv Television Programs, recently returned from a trip to Europe where they conferred with television and film executives and top talent in France and England.

BEAUTY CONTEST

WWDC Search Underway

FIRST elimination in WWDC Washington's "Miss Washington" beauty-talent search will be conducted at 7:30 p.m. today (Monday) at the Washington Hotel. A panel of 15 judges will be selected from some 150 local advertising and theatrical executives.

Winner of the contest finals on Aug. 18 will receive several awards and will represent the District of Columbia in "Miss America" finals in Atlantic City, Sept. 2-6. This is the 12th year WWDC has conducted the "Miss Washington" contest. Norman Reed, WWDC program director is in charge.

XUM

NLRB POLICY

Radio-TV Talent Under Question

QUESTION of limiting certain radio-TV employe bargaining units only to those employes who appear "regularly or frequently" before microphones and cameras, without regard to their departmental functions, was projected in decisions handed down by the National Labor Relations Board last week.

Dissenting board members roundly attacked a departure in NLRB talent policy—with an apparent new criterion—as "fraught with serious practical consequences for the broadcasting industries."

The board last Thursday ordered elections covering employes at four East Coast radio stations and involving petitions filed by the American Federation of Radio Artists (AFL).

Stations in Decisions

Stations involved in the NLRB actions are WIP Philadelphia (Pennsylvania Broadcasting Co.), WGH Newport News, Va. (Hampton Roads Broadcasting Corp.), and WNOR (Norfolk Broadcasting Corp.) and WTAR (Norfolk Radio Corp.), both Norfolk, Va.

At WIP, staff announcers, the sports director, women's director and so-called "feature artists" will choose between AFRA and the American Communications Assn. (independent), or neither union. AFRA seeks a unit limited to staff announcers. ACA claims it should include technical help and announcers. WIP took no position on the issue. ACA was ousted from the CIO two years ago.

Traditionally, technical department employes and announcers have been lumped together in one group at WIP over a period of 12 years with ACA as agent. Board members Paul M. Herzog and Abe Murdock dissented, voting to retain this unit comprising 26 such employes, who also may vote to be included with technical help if they choose.

It was in the WGH and WNOR cases that board members sharply disagreed.

NLRB reaffirmed earlier decisions [B•T, May 26, April 14] providing a unit for all announcers and others who appear before a microphone "regularly or frequently," but altered its ruling to exclude continuity employes as favored by AFRA. Again, members Herzog and Murdock dissented, challenging the microphone requirement as a criterion and exclusion of continuity workers from unit representation.

"Sympathies with [AFRA's] objectives . . . is not enough to induce us to join in a departure from precedent which is so sharp and so fraught with serious practical consequences for the broadcasting industries," they wrote in the WGH and WNOR decisions. They asserted:

If this is sanctioned, it would create serious confusion in employe representation in the broadcasting industries. Thus, once other unions in the field seek to represent the same employes with regard to the major **portion of their working time . . . the employer would be faced with a multitude of conflicting claims.**

AFRA also has emphasized the microphone criterion in its petition involving WTAR-AM-FM-TV, with the station holding the unit should be all-inclusive covering all programming employes, performers and non-performers on the air. Engineering employes are not an issue in this instance, being excluded by both WTAR and AFRA.

The unit will comprise all employes "who appear regularly or frequently before the microphone or camera, including but not limited to staff announcers, disc jockeys, specialists, news broadcasters and non-staff artists, but excluding all other employes . . . and supervisors."

CONVENTION-BOUND Chicago bus became a studio on wheels as NBC commentator H. V. Kaltenborn records comments for WTMJ-AM-TV Milwaukee. Standing is Jack Krueger, station news editor, who averaged perhaps a dozen recordings each day during the GOP convention. People in the bus applauded when Mr. Kaltenborn finished, station reports. Mr. Krueger interviewed numerous Wisconsin delegates.

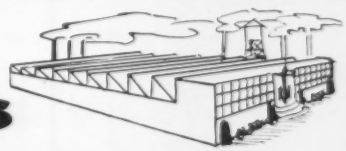
CANADIAN RATINGS

Plans Weighed by BBM

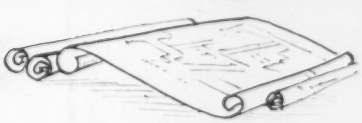
PRELIMINARY PLANS have been made to set up a program rating service satisfactory to the Canadian broadcasting industry and to radio advertisers.

Bureau of Broadcast Measurement, Toronto, following the request of the annual meeting of the Canadian Assn. of Broadcasters, has held an exploratory meeting and has given the task to its research and development committee. BBM must decide if it should undertake the program rating service or establish standards and controls for other organizations to do the job. Other factors considered are how many periodic audits should be made, project's cost and possible appointment of a project director. BBM consists of broadcasters, advertisers and advertising agencies. Work on the project is expected in September.

BIGGER PLANTS



BIGGER PLANS



BIGGER PROFITS

that's the story from FABULOUS FLINT!

910 KC

WFDF

FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

FLINT—largest General Motors plant city in the country—has an effective buying income that is $1613.00 higher than the national average! And Flint's prosperity is still growing! More than 50% of GM plant expansion is now under way in Flint. Defense contracts for Flint factories now total nearly ½ billion dollars—assurance that Flint's earning and spending ability still moves upward!

Sell FLINT through its *First Station*—WFDF!

Associated with: WOOD Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville

OLSON RUG HUGS RADIO

SPOT SUCCEEDS IN CARPET MARKET

OLSON RUG Co., 78-year-old Chicago firm, at the conclusion of its 15th spring spot campaign has discovered "it's STILL radio for results!"

It used this phrase in commending 52 station managers for their cooperation in the 2 to 16-week campaign, which cost "well into the six figures." Results of the spot schedules this spring compare with the success of similar drives 10 and 12 years ago, according to Bill Presba, president of Presba, Fellers & Presba, Chicago agency for Olson. He's convinced radio's strength endures.

Its strength and success, however, depend largely on station interest and cooperation, and on coordination and synthesis of work done by everyone involved in the campaign. In Mr. Presba's opinion, this cooperation among the client, agency, station and talent is the difference between radio's success and failure.

Although results were good in what are too-frequently considered poor radio markets, the agency will reveal only that the top 10 stations pulled more than 50,000 requests for a free rug catalog.

Catalog Offer Stressed

Olson's mail order business is based on a single premise: A customer can get a high-quality rug at a lower price by "trading in" old woolen materials. The company, in its radio messages and in other media, offers a free color catalog which enables the rug prospect to make the desired selection and, in many cases, to save up to 50%. Olson pays freight on packages of old woolen items to its Chicago factory. The company owns more than 1,000 patents on processing used wool.

Spot radio's vigorous and profitable pitch for Olson rugs, which are not sold retail outside of Chicago, indirectly shows the potency of radio for consumer products sold over the counter. Half of radio's value, agency men believe, is lost because the product cannot be merchandised locally—yet radio still was a success. Olson's national business is exclusively mail order; the firm has no field men.

The agency, by comprehensive analysis of every campaign and by thorough pre-campaign planning, has been able to get maximum results with radio from a minimum expenditure. Money, however, is never limited on any one station. The key to the success of any mail order operation, says Vice President Mark Smith, is the volume of profitable increase. As long as a station produces a high volume of good inquiries, the money for time and talent is unlimited.

The company can predict with extreme accuracy, he says, the number of closures or sales which will result from a specific number of catalog requests. The most "responsible" stations and performers have a 10 to 12% better closure record, and in the long run closures are more important than inquiries. That is why leading local performers were chosen in many cities, and the agency concentrated on women's and major home service shows.

Personal contact was the most important single factor in the campaign. The agency sold the station and performer on Olson quality and value, and has found a high correlation between station interest and results. Stations which worked most closely with the agency in the search for a good response were the most effective in getting it.

Stations which get the most catalog inquiries at the best cost "believed in the power and sales ability of radio, themselves and their performers. Managers were as interested as the client in seeing how many qualified results they could get for the Olson catalog," Mr. Presba said.

Some stations had to be prodded —about 12% of the 52—which were described as marginal. Their volume of response was low, and the cost per inquiry high. The manager of one outlet, which had a $600 a week order, told Mr. Presba he couldn't remember what time the Olson show was on, and did not have time to bother about it. He lost the business.

Selected Radio List

The 52 stations were handpicked by timebuyer Edna Eldridge from a previously culled list of 200. "We used to buy 125," she said, "but we can't find that many which can produce these days. Even a few of these 52 were risks."

"The stations which are swimming upstream will survive," one of the agency men said, "but those which are marking time and floating will drown." He believes many stations "are afraid of their own ability to get results, and doubt the pull of radio. A lot of them are going to have to learn how to work, and how to look out for the client's interests."

To gain the maximum efficiency and usefulness from the campaign, agency personnel met each morning to check daily mail response, re-work copy and change formats. Olson purchased only programs or local entertainers who had built a following and a reputation for believability and sincerity. Intimate commercials were integrated to take advantage of the performer's aptitude in chatting with the audience.

In nine cities, the popular CBS package, *Housewives' Protective League*, was aired. Mail-pull gimmicks were banned as the client seeks only legitimate requests from actual rug prospects.

Each commercial was written for the specific market, and included an indirect re-sell of mail order in general. Many stations, an agency executive said, have accepted fly-by-night mail order advertising with inferior and overpriced items, so that legitimate mail order has suffered.

Agency analysis "pretty well blasts the old theory that mail order is good only when business conditions are poor," it was noted. Presba, Fellers & Presba believes the "psychology of confusion" now prevalent is reflected in consumer buyers "pulling in their horns" and waiting for the crisis to pass.

The most ambitious and successful station managers met with sales and program directors and the performers to make suggestions and to implement agency recommendations. All changes in a station's mail pull were traced to the exact cause, because previous campaigns have proved the client can anticipate fluctuations with changes in station management and policies, as well as in weather, labor and business conditions.

Time was purchased at card rates, despite "many offers of PI deals." Olson used spots from 2 to 10 times weekly, five-minute shows from two to six times weekly, quarter-hour strips and participations. Interestingly enough, the top 10

INCREASED sales through radio advertising is an old story to the Olson Rug Co., Chicago firm which has been doing business for 78 years. Of particular credit to radio is the fact that Olson's national business is exclusively mail order and that the firm relies largely on radio to stimulate mail orders. Incidentally, there's a tip to radio men contained in the Olson story: Radio men are advised to have more faith in the power and sales ability of radio, and to learn how to look out for client interests. The Olson firm and its agency, Presba, Fellers & Presba, will work closely with each station. And they want the same cooperation from each station executive.

XUM

cost-per-inquiry results came from eight stations in TV markets.

The top 10 CPI stations were in this order: WBBM Chicago, KMA Shenandoah, WOR New York, KIRO Seattle, KOAM Pittsburg, Kan., WNAX Yankton, S. D., WWVA Wheeling, KXXX Colby, Kan., KRMG Tulsa and WHO Des Moines.

TV city stations include WBBM WOR KIRO and KRMG. Four others receive a signal from a TV town nearby. KMA gets Omaha, while KOAM is half-way between Tulsa and Kansas City. WNAX is in range of Omaha, while WWVA is near Pittsburgh, Pa.

Olson has used television, but Mr. Presba believes, "Results are much too erratic at the present time. We've used it to get the feel of the medium, but so far it hasn't fallen into a measurable pattern of mail pull. At this point, it can't be classified or judged accurately." However, TV has done some "sensational" selling for other agency clients.

Presba agency people are now completing several analyses of campaign results, which are compiled twice yearly—in the spring and fall. Seven breakdowns which the agency admits making (others are kept under wraps because of competition) include cost per inquiry, volume of response, type of program and personality used, ratings, degree of market penetration, impact of TV in the area and response to different copy approaches.

Mark Smith, who also is an account executive, says ratings correlated with results confirm his long-held suspicion that they alone are not a criterion, because results were good even on low-rated shows. Results are not conclusive as to the degree of penetration in each area, "but we do know we haven't even scratched the surface."

Although the agency cannot speculate about the future, Mr. Presba believes "this kind of operation today is very successful, and very economical. Current daytime rates are not out of line, although there may have to be a downward compensation in the future."

CFAC Fall Workshop

FRANK BAKER, radio-TV director, Reincke, Meyer & Finn, Chicago, and Howard B. Meyers, president, Chicago Radio Management Club and manager of O. L. Taylor Co. there, are making plans for broadcast sessions at the annual fall workshop of Chicago Federated Advertising Club. Mr. Baker, TV chairman for CFAC, has arranged for four groups of advertising enrollees to meet Wednesdays for six weeks from Sept. 24 at the city's four TV stations. A similar plan will be followed by Mr. Meyers, CFAC radio chairman.

Standard Radio Transcription Services Inc. has added KLAS Las Vegas to list of subscribers to Standard Program Library.

PAUSING during golf tournament are (l to r) Richard S. Bean, media director, Pedlar & Ryan; George H. Frey, NBC vice president in charge of Television Network Sales who was host of the third annual tournament of the "National Assn. of Reluctant Advertising Titans and Eager Sportsmen" as he names it; Donald Severn, radio and TV station relations, The Biow Co.; Pete Finney, Harry B. Cohen Adv. and William A. Chalmers, vice president and radio-TV director, Grey Adv. Agency. Mr. Frey held the advertising executives tourney June 13 at the Baltusrol course in Springfield, N. J.

AVIATION TALKS
Begin in D. C. Aug. 7

COMMUNICATIONS and other problems touching indirectly on the broadcast industry may be taken up in speeches and panel sessions during the Aviation Education Leadership Institute in Washington Aug. 7-15.

The institute is held under auspices of the Civil Aeronautics Administration, Dept. of Commerce, and co-sponsorship of the Air Transport Assn. and Aircraft Industries Assn. Leaders in education and civic life from 15 major municipal centers of aviation activity are expected to attend.

In addition to communications, there will be discussions of civil air regulations of the Civil Aeronautics Board and safety regulations of CAA—perhaps touching on rules as they affect radio-TV station towers. Sessions will be held in the Commerce Dept. Bldg. Auditorium, Washington.

NOW! Notre Dame Football Broadcasts

WRITE, WIRE, PHONE!

Only with Irish Football Network can you be the ONE station in your city to carry *every game* on the great 1952 Notre Dame Schedule. Avoid disappointment. Make your reservation with Joe Boland.

IRISH FOOTBALL NETWORK
c/o WSBT, South Bend 26, Indiana

LOW PACKAGE PRICE

- All Line Costs
- All Broadcast Privilege Fees
- Play-by-Play Report by Joe Boland — Nationally Famous Football Announcer

IRISH FOOTBALL NETWORK
Operated by WSBT, The South Bend Tribune Station

★ TOP GAMES! ★ TOP ANNOUNCER! ★ TOP RATING!

COMEDY CONTEST

Announced by Gagwriters

NATIONAL Assn. of Gagwriters, New York City, is establishing a staff of comedy consultants to aid in the development of a comedian or a comedienne. Collaborating in the project, described as an experiment, is the SRT-TV school which is offering a one-year scholarship for each of the most promising boy and girl comics.

Laughs Unlimited, member of the Humor Societies of America, will provide professional comedy scripts for all applicants who take the talent-test in competition for the scholarships.

JOSEPH P. KING, agricultural manager, Birds-Eye Div., General Foods, has been named agricultural consultant of Grocery Mfrs. of America to work with farm organizations, radio farm directors, and similar groups for better cooperation between farmers and food manufacturers.

COAST FOOTBALL

Tide Water Sets Radio-TV

ARRANGEMENTS for network and independent radio and filmed TV coverage of Pacific Coast Conference football games this fall have been completed by Tide Water Associated Oil Co., Harold R. Deal, advertising and sales promotion manager, has announced.

Schedule of conference and other college games will be aired regionally over NBC and MBS, plus "a number of prominent independent radio stations." Games will be broadcast in seven western states starting Sept. 19. Night contests also are scheduled.

Tide Water will cooperate with Sportsvision Inc., representative and TV producer for the PCC, to bring viewers a 13-week series of delayed telecasts in San Francisco, Los Angeles and Seattle. Films will consist of 30-minute presentations of games played by PCC teams and their intersectional opponents. Time and schedule of stations will be announced later, Mr. Deal said.

'Opry' Scores Again

WSM Nashville's *Grand Ole Opry* was featured in the June 4 issue of *Pathfinder* magazine. It was the second time within the past eight months that *Pathfinder* so honored the show. The newsweekly devoted its entire radio section to the *Grand Ole Opry* Nov. 28. In addition to WSM, other stations mentioned in this latest article include KFXM San Bernardino; WJJD Chicago; KRLD Dallas; WBT Charlotte, and WVOK Birmingham.

KALTENBORN FUND

Scholarship Bids Open

APPLICATIONS are now being accepted for the annual H. V. Kaltenborn radio scholarship at the U. of Wisconsin, the university's radio committee has announced. Scholarship is authorized under a $15,000 trust fund set up by the veteran network commentator to train students in broadcasting, particularly news presentation.

Selection is made on the basis of special aptitudes and interest in the field, financial need and other factors. Students of junior or higher standing are eligible. Inquiries and applications should be addressed to Prof. H. L. Ewbank, radio committee chairman, U. of Wisconsin, Madison. Applicants must furnish a transcript of credits, letter of application and two or three letters of recommendation.

LIBEL STORY

Morano Cites in 'Record'

SHADES of the Horan amendment:

A New York editor was told that he had been attacked by a Republican Senator. When the editor reportedly asked the station for a recording of the Senator's speech, he was told that he could have it if he signed a statement pledging he would take no action against the station if the Senator's remarks were actionable under the libel laws.

That is one of the stories told by Bernard Yudain, managing editor of *Greenwich* (Conn.) *Time* in his June 25 editorial column, and reprinted in the July 4 *Congressional Record* by Rep. Albert P. Morano (R-Conn.).

It is part of a campaign being waged by *Greenwich Time* and Rep. Morano to require broadcast stations to maintain a permanent record of all material aired. Its genesis was alleged defamatory comments made by New York disc jockey Barry Gray about Mr. Yudain some months ago.

Mr. Yudain declared then that he was unable to determine what Mr. Gray had said since the station (WMCA) kept no recording of Mr. Gray's nighttime program. An appeal to the FCC brought no satisfaction, according to Mr. Yudain.

According to Rep. Morano's office, that complaint, as well as others which have come to his attention, have been forwarded to the Harris subcommittee investigating radio and TV programs [B•T, June 30].

The Horan amendment would have exempted radio and TV stations from damages for libel uttered by political candidates or their spokesmen on the air. Sec. 315 of the Communications Act forbids stations to censor political candidates. The amendment was deleted by Senate-House conferees when they ironed out differences in the two versions of the McFarland Bill [B•T, July 7] now law.

WHEREVER YOU GO THERE'S RADIO
All over Western New York, Northern Pennsylvania and nearby Ontario, WGR is the MOST LISTENED-TO RADIO Station.
SOUTHERN ONTARIO
WESTERN NEW YORK
NORTHERN PENNSYLVANIA
55
CBS Radio Network
WGR 55
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

"Don't Bring Me Posies When It's Shoesies That I Need"

THE SONG RENT THE IOWA AIR just 30 years ago this month—and the station which became WMT disk-jockeyed its way into the primitive ether. Studio, transmitter and antenna were located in a private home. Rugs and furniture came from Smulekoff's, draperies from Killian's. Both firms are WMT advertisers today.

THE CONTRAPTION IN THE CORNER was our 20-watt transmitter described in an early release as "a mighty transmitter with two switch panels, the power control panel containing four meters for the proper regulation of power and the second, the transmitter panel. Generators were remotely controlled."

DEAN LANDFEAR'S PROGRAM, the Voice of Iowa—on the air since the early Thirties—utilizes one of the modern studios in the Paramount Building. Over 100,000 Iowans have been heard on the show since WMT pioneered interview-and-participation shows.

MODERN EQUIPMENT TODAY delivers WMT's 5,000 watt signal on Iowa's best frequency for receptivity—600 kc—via a directional antenna system employing one 300′ and two 412′ towers. Modern programming—exclusive regional farm news and data, AP, UP & INS services, CBS network programs—delivers 338,480 families who listen weekly to advertisers with posies, shoesies, or etc., to sell.

1922 ☆ 1952

WMT

CEDAR RAPIDS

Represented nationally by the Katz Agency

DuMONT OBJECTS

To Paramount Case Speedup

OBJECTION to the speeding up of regular FCC procedures in the Paramount case, which involves the merger of ABC and United Paramount Theatres Inc., was voiced by Allen B. DuMont Laboratories last week in a reply to the petitions of the other parties for deletion of the anti-trust issue and a final decision by the Commission [B•T, July 14].

Petitions by ABC, CBS, Paramount Pictures Corp. and United Paramount Theatres Inc. two weeks ago asked that the six-months hearing be concluded and that the FCC issue a final decision without waiting for the examiner's initial decision. The action was taken at the urging of the Commission itself and was based on its concern with further delay in the merger case.

Still awaited is the comment and conclusion of the FCC's Broadcast Bureau. It is believed that they will be filed early this week and that the Commission will consider the matter before the week is out.

DuMont does not object to the deletion of the anti-trust issue, its petition declared, but does oppose failure to consider the effect of the merger on network competition.

It asked the Commission to schedule oral arguments on the petitions and then to require proposed findings, permit the examiner to issue an initial decision, permit exceptions to the initial decision to be filed before a final decision is issued.

DuMont warned:

. . . the Commission must give paramount weight to the evidence that a tie-in of the most powerful motion picture theatre chain with a broadcasting network would deprive independent stations or networks of a full opportunity to acquire film product and talent and to sell advertising, and would thus reduce their ability to make optimum use of their resources as effective competitive forces in all phases of the broadcasting industry.

In strongly urging that the examiner's initial decision be required, DuMont observed:

The final decision of the Federal Communications Commission on the complex issues of this proceedings will be immeasurably strengthened by the report of the examiner, who has observed the witnesses and lived with this case for six months.

DuMont referred to its own petition for severance from the case last February. The Commission did not sever the DuMont issue—whether or not it is controlled by Paramount Pictures through the latter's 29% stock ownership—and DuMont in last week's petition implied that the Commission considered the issues of the whole proceeding to be "inextricably interdependent."

Among the other issues of the package Paramount case are the license renewal of KTLA (TV) Los Angeles, sale of WBKB (TV) Chicago for $6 million from UPT to CBS upon approval of the merger (ABC already owns WENR-TV in Chicago), and the transfer of ownership of WSMB New Orleans from the old producing-theatre owning Paramount Pictures Inc. to United Paramount Theatres Inc.

Stan Edwards, as clown, amuses onlookers. ➤

CIVIL SERVICE

Court Upholds Hiring Method

U. S. COURT of Appeals has affirmed a lower court's decision nullifying civil service regulations which could have changed the method of employing FCC hearing examiners. Two of the three Court of Appeals judges who heard the case (No. 11421) brought by the Federal Trial Examiners Conference against the Civil Service Commission last week voted to affirm the March opinion of Chief Judge Bolitha I. Laws of the U. S. District Court. Judge David L. Bazelon dissented.

Under the Administrative Procedures Act, the Civil Service Commission issued regulations concerning the employment, compensation, tenure and work of hearing examiners. Among the regulations was one establishing the principle of multi-grade examiners. This would have meant that within the same agency there would be several grades of examiners, handling different grades of cases. Another significant regulation would have permitted agencies forced to reduce staffs to also cut the number of examiners.

U. S. Court of Appeals decision upholding the reversal of the Civil Service Commission's regulations permits the FCC to maintain its current practice of single-grade examiners, each handling the same type of cases, in rotation.

President of the Federal Trial Examiners Conference is J. D. Bond, an FCC hearing examiner.

PLANS have been completed by KXOK St. Louis to carry full primary election coverage on Aug. 8 in that city. Extra staff will broadcast results from the city and county board of elections.

BRIDGEPORT FETE

WICC Ties in With Parade

FOURTH of July parade which climaxed the five-day annual Bridgeport (Conn.) Barnum Festival served as a springboard for ingenious promotion by WICC Bridgeport.

Wallie Dunlap and Bob Crane, WICC personalities, described the 170 units entered in the parade during a 2½-hour broadcast sponsored by a local contracting firm. WICC itself had a three-part entry in the parade.

Theme of the WICC entry was "Yesterday, Today and Tomorrow." At the head of the unit was Heather Merryman, daughter of WICC President Philip Merryman. Miss Merryman, dressed in mid-Victorian costume and riding in an early model automobile, characterized "Yesterday." The auto bore the inscription: "In Barnum's Day, No Radio." Other segments of the WICC entry bore an inscription for "Today" of "Wherever You Go, There's Radio" and for "Tomorrow": "The Greatest Show in Radio—WICC."

Among other WICC personnel who took part in the promotion were Jay Hoffer, sales promotion director; Dick Chalmers, Stan Edwards and Dave Kennedy, sales representatives all dressed as clowns, and Dave Bond, WICC night news editor. WICC said it expected to be able to telecast the festivities next year.

NEW HADACOL HEAD

Goldsmith Elected Pres.

APPOINTMENT of Harry Goldsmith of Stamford, Conn., as president of Le Blanc Corp., makers of Hadacol, was viewed by creditors of the firm last week as a happy sign and a forward step toward recouping some of the $4 million they have tied up in Le Blanc.

Goldsmith, for some years president of Grove Labs., makers of Grove's 4-Way cold tablets, is said to be an able promoter with a long string of successful business achievements. Though the new management is said to have little money to spend on promotion at this time, a spot radio campaign on behalf of Hadacol reportedly is under consideration.

Breneman Show

NEGOTIATIONS currently are underway with NBC for a proposed daytime radio-TV simulcast of *Breakfast in Hollywood*, ABC radio audience participation show for 10 years. All rights to program have been acquired by Chet Mittendorf, Hollywood program packager, for $25,000. Owners of the show, which featured the late Tom Breneman until four years ago, were Raymond R. Morgan, head of the Hollywood agency bearing his name; John Masterson, New York program packager, and Mrs. James Hutton, the former Mrs. Breneman.

FOR AN ALL-MAINE MARKET
MeBS RADIO IS CHEAPER

Let's look at coverage and costs:

Eight Maine daily newspapers offer aggregate circulation of 245,456*.

MeBS—three stations—offers more than 260,000 radio homes. (Plus multiple-set homes and car radios.)

A quarter page, for example, in eight Maine dailies costs about $675 (flat rate). Same space in Maine's two largest papers (one a morning-evening combination) costs more than $250.

Consider now these MeBS quarter hour features:

PETE TULLY, political news analyst (Friday evenings) costs $230 (one-time rate).

STATE EDITION, news and editorial highlights (Sunday afternoons) costs $150.

For more modest budgets, participation may be bought in either of above weekly programs at far less cost. Ask for rates on these, or for participation in top-rated Maine Net work News Service, or Maine Farm Topics with Jake Brofee.

(* Consumer Markets 1951-1952)

MAINE BROADCASTING SYSTEM

WCSH PORTLAND | WRDO AUGUSTA | WLBZ BANGOR

Represented by

Weed & Company Nationally

Bertha Bannan New England

XUM

what is a media man

His title varies. In big agencies he is a full-time media man and may be an officer of the company. In small agencies he is usually a "part-time" media man and may be the owner.

Sometimes "he" is a woman . . . doing a man-sized job!

He finds the best vehicles to carry the messages of the seller to the most buyers, at reasonable cost.

Within a given budget he selects the most appropriate of 1,049 magazines and farm publications, 2,247 newspapers, 2,885 radio and TV stations, 2,140 business publications, and 511 transportation advertising facilities.

He works with thousands of individual facts—sifting, sorting, analyzing, assembling, presenting, defending. Though his job is mainly to buy media, he also has to sell media . . . to others in his agency; to the client.

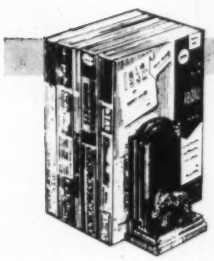
He's busy. Before 9, from 9 to 5, and after 5, week-ends, he needs reliable, up-to-date information on markets and media.

He has many sources of information, and uses them all when time permits. But always he has within reach the organized media and market information in STANDARD RATE and CONSUMER MARKETS. And, increasingly, he has in these same books the useful, supplementary information assembled for him by publishers and station managers, in the form of Service-Ads.

Selling to new or expectant mothers?
Advertise in "THE BABY GROUP"
YOUR NEW BABY
BABY CARE MANUAL
WHO IS YOUR ONE BEST "BUY" IN IOWA PLUS!
HIT THE BULL'S-EYE MARKET AND YOU REACH 80% OF U. S. PRODUCTION
Modern Industry
WHO for Iowa PLUS
DOMINATELY COVERED
Battle Creek Enquirer and News
SALES UP 16%
2ND HIGHEST DOLLAR VOLUME GAIN AMONG MAJOR MICHIGAN COUNTIES
ENQUIRER and NEWS
BATTLE CREEK, MICHIGAN

To the users of SRDS, Service-Ads like these are not "promotion" in the ordinary sense. They are part of a familiar "buying tool". So, to the publishers or station managers they are Service-Selling tools that help buyers buy.

s r d s



STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

First or Second in
38
Quarter Hours
Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR
ABC NETWORK
5000 WATTS IN BALTIMORE, MD.

Time Sales Up

(Continued from page 29)

May) and four changes—Ford replacing General Motors as leading Automotive client; Kenwill Corp. succeeding Johns - Manville as Building Materials top advertiser; Florists Telegraph Delivery Assn. becoming top Horticulture advertiser in place of Jackson & Perkins; Speidel Corp. taking the Jewelry advertising lead away from Longines-Wittnauer Watch Co.

Radio network billings analyzed by group totals (Table III) show Foods, Toiletries, Drugs, Soaps and Tobaccos the five top groups in that order. In April the same five classes of radio network advertising were also the leaders, but that month Drugs ranked second and Toiletries third. For the five-month period, January-May, the top five classes, in descending order were Food, Toiletries, Drugs, Tobaccos and Soaps.

Analysis of TV network billings by advertising categories (Table VI) shows Foods first, followed by Tobaccos, Toiletries, Soaps and Automotive advertising, the order remaining unchanged for both April and May and also for the January-May period. Chief difference from the radio network list is that in TV Automotive advertising replaces Drug advertising as one of the top five classes.

* * *

This is how "Santa" Harding looked after his 16-hour day. ➤

WCBS' Haymes Series

CONTINUING a current programming trend emphasizing musical formats, WCBS New York announced last week that singer Bob Haymes will be featured in a musical variety series at 8:15-9 a.m., EDT, over WCBS starting Aug. 11. Mr. Haymes previously was featured on WNEW New York. The *Bob Haymes Show* will replace the Margaret Arlen series in the 8:30-9 a.m. EDT spot and the Phil Cook program, 8:15-8:30 a.m. EDT. Miss Arlen will resign from radio activities next month to devote herself entirely to her WCBS-TV series while Mr. Cook will announce his future radio plans shortly.

JUNE CHRISTMAS
Celebrated By WNOR

WITH the thermometer reading 103 degrees, WNOR Norfolk, Va., celebrated "Christmas in June," and succeeded in:

Raising $1,500 in cash gifts for the Girls Camp Fund, enough to send 40 under-privileged girls to summer camp for two weeks;

Melting 10 pounds from the 225-pound bulk of WNOR disc jockey Ted Harding, who donned a Santa Claus costume (complete with beard) and manned a microphone for 16 consecutive hours;

Satisfying Earl Harper, WNOR general manager, who thought "it's a shame to have to wait a whole year to enjoy all the nice Christmas music again."

It was all Mr. Harper's idea but he hadn't exactly counted on that 103 degree temperature which wilted collars throughout the Tidewater Virginia region. Nevertheless, all hands agreed that Mr. Harding made an excellent—even jolly—Santa.

Mr. Harding weighed in at 225 before taking the microphone at 6:30 a.m. Some 16 hours later, he tipped the scales at only 215. The Christmas spirit of giving was contagious: Three restaurants sent Mr. Harding complete meals, "so that Santa wouldn't have to go hungry."

TABLE V

Leading TV Network Advertiser for Each Product Group During May 1952

Class	Advertiser	Gross Time Purchases
Apparel, Footwear & Access.	International Shoe Co.	$92,634
Automotive, Auto. Supplies & Equip.	Ford Motor Co.	246,425
Beer, Wine & Liquor	Anheuser-Busch	191,000
Building Materials, Equip. & Fixtures	Kenwill Corp.	3,908
Confectionery & Soft Drinks	Mars Inc.	131,172
Consumer Services	Arthur Murray School of Dancing	9,960
Drugs & Remedies	American Home Prod.	153,120
Foods & Food Products	General Foods Corp.	724,515
Gasoline, Lubricants & Other Fuels	Texas Co.	180,900
Horticulture	Florists Telegraph Delivery Association	10,465
Household Equip. & Supplies	General Electric Co.	198,215
Household Furnishings	Armstrong Cork Co.	89,040
Industrial Materials	Reynolds Metals Co.	97,140
Insurance	Mutual Benefit, Health & Accident Association	26,240
Jewelry, Optical Goods & Cameras	Speidel Corp.	48,840
Office Equipment, Stationery & Writing Supplies	Hall Brothers	73,320
Publishing & Media	Curtis Publishing Co.	41,460
Radios, TV Sets, Phono., Musical Inst. & Access.	RCA	154,130
Retail Stores & Direct Mail	Drugstore Television Productions	110,188
Smoking Materials	R. J. Reynolds Tobacco Co.	660,240
Soaps, Cleansers & Polishes	Procter & Gamble Co.	868,410
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	462,581
Miscellaneous	Quaker Oats Co.	87,000

* * *

TABLE VI

Gross TV Network Time Sales by Product Groups for May and First Five Months, 1952-1951

	1952		1951	
	May	Jan.-May	May	Jan.-May
Apparel, Footwear & Accessories	$268,049	$1,699,419	$226,695	$1,199,046
Automotive, Auto. Equip. & Supplies	1,256,090	6,275,450	736,853	4,076,380
Beer, wine & Liquor	584,318	2,779,708	404,984	1,898,281
Building Matls., Equip. & Fixtures	3,908	329,014	.....	7,690
Confectionery & & Soft Drinks	437,996	2,342,228	220,931	1,082,390
Consumer Services	9,960	94,620	55,500	287,600
Drugs & Remedies	512,380	2,250,905	158,325	686,890
Food & Food Products	2,875,650	14,831,152	2,255,782	9,912,796
Gasoline, Lubricants & Other Fuels	320,025	1,845,783	258,557	1,081,902
Horticulture	10,465	12,370	.....	.....
Household Equip. & Supplies	827,241	4,416,011	555,847	2,967,559
Household Furnishings	222,335	1,092,103	330,585	1,653,264
Industrial Materials	271,727	1,858,224	300,525	1,467,250
Insurance	26,240	152,730	31,360	207,790
Jewelry, Optical Goods & Cameras	$215,380	$895,795	$216,659	$996,206
Office Equip., Stationery, & Writ. Supplies	73,320	739,060	53,040	129,090
Political	.....	72,617	.....	.....
Publishing & Media	46,965	307,032	72,225	299,533
Radios, TV Sets, Phonographs, Musical Instruments & Accessories	320,550	1,919,570	378,130	2,165,842
Retail & Mail Order	110,188	495,438	145,875	835,705
Smoking Materials	2,516,249	11,692,241	1,369,139	6,119,084
Soaps, Cleansers & Polishes	1,541,477	7,997,913	1,031,900	3,545,401
Toiletries & Toilet Goods	2,097,046	10,414,602	1,112,768	4,853,575
Miscellaneous	154,268	889,398	95,464	602,792
TOTALS	$14,701,827	$75,403,383	$10,011,044	$46,076,066

Source: Publishers Information Bureau.

XUM

RECRUITING

New Contract Pends

PAID recruiting program of the U. S. Army and Air Force took a fresh turn last week with the revelation that a new contract will be negotiated within the next two months.

As a result, the recruiting services of the two branches have opened competition to over 90 "nationally recognized agencies with an annual domestic billing of $5 million or more." At stake is a $1 million media contract covering a nine-month period from Oct. 1 to June 30, 1953.

The current contract is being handled by Grant Advertising Inc., with offices in Chicago and Washington. It is being extended beyond last June 30, end of the '52 fiscal year, to Oct. 1 at which time current interim allocation campaigns will be completed.

In announcing the opening of competition—a briefing session will be held July 30 in Washington for interested agencies, and applicants must submit information by Aug. 15—the Secretaries of the Army and Air Force said the new contract would provide for renewal "subject to satisfactory performance and further appropriation of funds."

The Defense Dept.'s recruiting services (Military Personnel Procurement Division) have received a $1 million outlay for fiscal '53. Authorities said allocations as among all media will not be determined until the agency actually is chosen by a special Army-Air Force board to be named by the service Secretaries. It was understood, however, that radio-TV would derive an appropriate share of paid advertising funds, perhaps between 40% and 50% [B•T, July 7].

It was not immediately known whether Grant would compete again for the contract, which it has held since Jan. 1, 1950. Opening of competition to interested agencies is a routine procedure each year and implies no dissatisfaction with the current pact-holder, it was emphasized.

Grant is now handling an interim advertising allocations program in its third phase since early spring. A program providing for radio-TV spot coverage and printed space has been twice renewed and will end in September. A number of 50 kw stations have been used to spur Air Cadet, WAC and other enlistments in key areas.

FILM RENTALS

Petrillo Backs Royalties

ROYALTY method of reimbursing American Federation of Musicians in TV film rentals must be maintained by the union, in the opinion of President James C. Petrillo. His views on the union's principle were made at the AFM's June meeting as reported in the official journal, *International Musician*.

The 5% royalty on rentals has brought $186,000 into the second Music Performance Trust Fund, he said, opposing a proposal by members of Local 47, Los Angeles, to substitute a fixed fee.

"You can't build these things overnight," Mr. Petrillo is quoted as telling the convention. "We are trying to create something that we can pass along to the next generation. We may not have the best formula, but it happens that our plan is being followed widely not only in this country but in Europe as well.

"Television is motion pictures over again, but so far, we know little about where it is going. We must keep the royalty principle. What we are battling for is a principle that will help all musicians, not just a few."

The union's journal contains the following comments on music's role in broadcasting:

"As to the place of music in radio, President Petrillo pointed out how the networks are in a position to hire former members of the FCC at fancy salaries, and that this very fact impairs the effectiveness of the regulatory body in looking after the interests of live music on the air and over TV. There was, he said, a glaring case that had just occurred.

"After repeated invitations to former Chairman Wayne Coy to address AFM conventions without result, President Petrillo said he had thought it high time to send Mr. Coy 'a Petrillo telegram.' He read a blistering wire to the former chairman in which he inferred that Mr. Coy would leave his public post to accept employment with the broadcasting industry. Three months later, President Petrillo pointed out, Mr. Coy did, in fact, accept such employment with *Time* magazine's television interests."

Discussing the broad labor scene, President Petrillo said he had been successful in getting the American Federation of Labor Council to consider recommended amendments. "Among these would be provisions for a return of the Transcription Fund to federation control, and relief from the stringencies against secondary boycotts," he told the convention.

Amendments to the AFM constitution and by-laws, as adopted by the convention, include a provision that no AFM member can perform for sound track or film for TV without written permission of the federation and clearance with the president's office.

NEW!
Fairchild
3-Speed
Turntable
It's the only one with a built-in synchronous drive for ALL 3 SPEEDS!
...and costs less than other professional turntables!
Operates quietly...no turntable vibration or rumble!
Geared belts and geared pulleys insure accurate timing for all 3 speeds.

It's a Fairchild exclusive! The new Model 530 Turntable has the *only* synchronous drive integrally designed and built for three speeds. No attachments, no kits are necessary. It reaches *stable speed*—less than ½ revolution at 33⅓ without overshooting. Offers *guaranteed accurate timing* within limits of AC line frequency. Turntable rumble and vibration are practically non-existent.

And . . . the new Fairchild Model 530 *costs less* than other quality turntables. Bulletin PB10 contains complete data on Fairchild's new, wide-range line of playback equipment. Write for your copy.

FAIRCHILD RECORDING EQUIPMENT

154TH STREET & SEVENTH AVENUE, WHITESTONE, NEW YORK

Only ONE Station

DOMINATES

This Rich Growing 15-County Market

with

GENERAL MERCHANDISE SALES

of

$97,220,000*

* Sales Management, 1952 Survey of Buying Power.

WSJS

The Journal Sentinel Station

AM-FM

WINSTON-SALEM

NBC Affiliate

Represented by HEADLEY-REED CO.

Chicago's Cost Will Jolt

(Continued from page 24)

network July 8.

Lone Ranger (General Mills) was cancelled July 9 in EST, CST, MST and PDT time zones and on the network July 11.

Lone Ranger (American Bakeries) was cancelled on the network July 9.

Top Guy (American Chicle) was cancelled in MST July 9 and on network July 11.

Silver Eagle (General Mills) was cancelled in EST, CST, MST, and PDT on July 10.

Amateur Hour (Lorillard) was cancelled on network July 10.

This Is Your FBI (Equitable) on July 11 was rescheduled 9:30-10 p.m. EDT, 8:30-9 p.m. CDT and was carried in normal time in EST, CST, MST and PDT zones.

Break The Bank (Bristol-Myers & Toni) was cancelled on EST, CST, MST and PDT stations July 7, 8 and 9; was carried on network July 10 and cancelled on network July 11.

ABC TELEVISION

Ellery Queen (Bayuk Cigars) was cancelled on network July 9, 9-9:30 p.m. EDT.

Chance of a Lifetime (Old Gold) was cancelled on the network July 10, 8:30-9 p.m. EDT.

Space Cadet (Kellogg) was cancelled on the network July 11, 6:30-6:45 p.m. EDT.

Stu Erwin Show (General Mills) was cancelled on the network July 11, 7:30-8 p.m. EDT.

Tales of Tomorrow (Masland & Chrysler) was cancelled on the network July 11, 9:30-10 p.m. EDT.

DuMONT

Rumpus Room (Helene Curtis Inc.) was cancelled on the network July 8 and 10, 1-1:30 p.m. EDT.

Life Begins at 80 (Serutan) was cancelled on the network July 11, 9-9:30 p.m. EDT.

Captain Video (Post Cereals Div., General Foods) was cancelled on the network July 11, 7-7:30 p.m. EDT.

Recipe For Hollywood (Dairymen's League) was cancelled on WABD (TV) New York July 10, 1:30-2 p.m. EDT.

CBS RADIO

Romance of Helen Trent (Whitehall Pharmacal) was cancelled on network on all convention days but Thursday when carried usual time, 12:30-12.45 p.m. EDT.

Our Gal Sunday (Whitehall) was cancelled on the network on all convention days except July 10 when carried usual time, 12:45-1 p.m. EDT.

Big Sister (Procter & Gamble) was cancelled on the network on all convention days, 1-1:15 p.m. EDT.

Ma Perkins (P&G) was cancelled on the network on all convention days, 1:15-1:30 p.m. EDT.

Young Dr. Malone (P&G) was cancelled on the network on all convention days, 1:30-1:45 p.m. EDT.

Guiding Light (P&G) was cancelled on the network on all convention days, 1:45-2 p.m. EDT.

Second Mrs. Burton (General Foods) was cancelled on the network on all convention days, 2-2:15 p.m. EDT.

Perry Mason (P&G) was cancelled on the network on all convention days, 2:15-2:30 p.m. EDT.

Brighter Day (P&G) was cancelled on the network on all convention days, 2:45-3 p.m. EDT.

Hilltop House (Miles Labs) was cancelled on the network on all convention days except July 11 when it was carried on usual time, 3-3:15 p.m. EDT.

Carl Smith (Kellogg Co.) was cancelled on July 7 and July 10, 3:45-3:50 p.m. EDT but carried on other convention days.

House Party (Pillsbury Mills) was cancelled on the network on all convention days except Friday when carried at usual time, 3:15-3:45 p.m. EDT.

Allen Jackson (Metropolitan Life) was cancelled on the network on July 8 but carried on all other convention days, 6-6:15 p.m. EDT.

It Happens Every Day (Toni) was cancelled on the network on all convention days except July 11, when carried at usual time, 4:55-5 p.m. EDT.

Walk A Mile (R. J. Reynolds) was cancelled on network on July 8, 10-10:30 p.m.

Robert Trout (General Foods-Ford) was cancelled on network on all convention days except July 11 when it was carried at usual time, 10:30-10:35 p.m. EDT.

Louella Parsons (Colgate-Palmolive-Peet) was cancelled on the network on July 8, 9:30-9:35 p.m. EDT.

Dr. Christian (Chesebrough Mfg. Co.) was cancelled on the network July 9, 8:30-9 p.m. EDT.

Yours Truly, Johnny Dollar (William Wrigley) was cancelled on the network on July 9, 9-9:30 p.m. EDT.

The FBI in Peace and War (American Tobacco Co.) was cancelled on July 10, 8:30-9 p.m. EDT.

Mr. Chameleon (General Foods) was cancelled on network July 10, 9-9:30 p.m. EDT.

CBS TELEVISION

Arthur Godfrey Time (Lever Bros.) was cancelled on July 9 but carried on network on other convention days at usual time, 10:30-10:45 a.m. EDT.

Bride and Groom (General Mills) was cancelled on July 8 and 9 but carried on network on other convention days at usual time, 11:15-11:30 a.m. EDT.

Strike It Rich (Colgate-Palmolive-Peet) was cancelled on July 8, 9 and 11 but carried on the network on other convention days at usual time, 11:30-12 noon EDT.

Love of Life (American Home Products) was cancelled on all convention days but July 7 and 10 when it was carried on the network at usual time, 12:15-12:30 p.m. EDT.

Search for Tomorrow (Procter & Gamble) was cancelled on the network on all convention days except July 10 when it was carried at usual time, 12:30-12:45 p.m. EDT.

Garry Moore (participating) was cancelled on July 8, 10 and 11 but was carried on the network on other convention days at usual time, 1:30-2:30 p.m. EDT.

Guiding Light (P&G) was cancelled on the network on all convention days, 2:30-2:45 p.m. EDT.

Arthur Godfrey & Friends (Liggett & Myers) was cancelled on the network on July 9, 8-9 p.m. EDT.

Arthur Murray Show (General Foods) was cancelled on network on

KTUL Tulsa, CBS Radio affiliate, has its own colorful bandwagon in action as a means of promoting Westinghouse Electric Corp.'s "Get on the Bandwagon" convention pitch. The station is sending the bandwagon throughout the city and nearby towns and cooperating with Westinghouse dealers in Northeastern Oklahoma to spotlight CBS convention-election coverage. Kickoff was recent exhibit of company's new radio-TV models which drew these dealers: (l to r) Frank Harvey, Nowata; (standing, foreground) H. R. Jones, Bartlesville; Sam Houston, Pryor; Russell Meeks, Pawhuska; W. M. Ball, Muskogee; and Dave Merritt and R. L. McLaughlin, Cushing.

DAVE GETS BOON

Berle Gets 'Boom'

COVERAGE of the record-breaking Atlantic crossing of the ocean liner *United States* proved a boon to Dave Driscoll, director of WOR-AM-TV New York, but something of a bust for comedian Milton Berle.

Mr. Driscoll made the trip aboard the liner with portable equipment and recorded the words and impressions of the many notables on the ship. On July 12 from 11:15 to 11:30 p.m. he enabled WOR to broadcast an on-the-spot report of the liner's "gala," a celebration corresponding to a captain's party but restricted to championship ocean runs.

But Mr. Driscoll came up with his prize feat on the ship's return run. By radio-telephone he called his New York office and arranged for the purchase of a special 40-foot pennant to be presented to the *United States*. Last Tuesday, when the liner docked in New York, he presented the pennant to the ship's commander on behalf of the press, radio, television and newsreels.

Milton Berle, who was a passenger on the return trip, was literally hooted off the air by a horn on his own network. The comedian was being interviewed Tuesday by reporters from NBC-TV's *Today*, but each time he attempted to make a comment, the shrill horn of the liner virtually drowned him out. Engineers finally cut off the circuit to protect the equipment and listeners' ears.

XUM

July 11, 8-8:30 p.m. EDT.

Pantomime Quiz (R. J. Reynolds) was cancelled on network on July 11, 8:30-9 p.m. EDT.

Strike it Rich (Colgate-Palmolive-Peet) was cancelled on network on July 9, 9-9:30 p.m. EDT.

Schlitz Playhouse (Schlitz Brewing Co.) was cancelled on network on July 11, 9-9:30 p.m. EDT.

Who's There? (General Foods) was cancelled on network July 7, 9:30-10 p.m.

Suspense (Electric Auto-Lite) was cancelled on network July 8, 9:30-10 p.m. EDT.

The Hunter (R. J. Reynolds) was cancelled on network July 9, 9:30-10 p.m. EDT.

Big Town (Lever Bros.) was cancelled on network on July 10, 9:30-10 p.m. EDT.

Footlight Theatre (General Foods) was cancelled on network July 11, 9:30-10 p.m. EDT.

Studio One (Westinghouse) was cancelled on network July 7, 10-11 p.m. EDT.

Danger (Block Drug Co.) was cancelled on network on July 8, 10-10:30 p.m. EDT.

Pabst Boxing (Pabst) was cancelled on network on July 9, 10-11 p.m. EDT.

Racket Squad (Philip Morris) was cancelled on network July 10, 10-10:30 p.m. EDT.

Police Story (Pearson Pharmacal) was cancelled on network July 11, 10-10:30 p.m. EDT.

Chronoscope (Longines-Wittnauer) was cancelled on network July 7, 9 and 11, 11-11:15 p.m. EDT.

I've Got a Secret (Carter-Toni) was cancelled on network July 10, 10:30-11 p.m. EDT.

MUTUAL

Capitol Commentary (S. C. Johnson) was cancelled on network July 9 and 11, 1:15-1:25 p.m. EDT.

Game of the Day (Gillette-R. J. Reynolds) was cancelled on network July 9, 2-4 p.m. EDT.

Bill Henry (Johns-Manville) was cancelled on network July 9 and 11, 9-9:05 p.m. EDT.

Frank Edwards (AF of L) was cancelled on network July 9, 9-9:30 p.m. EDT.

Paula Stone Show (Amana) was cancelled on network July 11, 2:30-2:45 p.m. EDT.

MOBILITY STUDY

Census Releases Figures

AMERICAN citizens are becoming more mobile year by year, according to a sample survey conducted under direction of Roy V. Peel, Director of the Census. Of 148 million persons over one year old in April 1951, 31 million had moved to a different house within a year.

Another third of a million persons had come in from outside continental United States in the one-year period.

The bureau found that 21 million of the 31 million who had moved in the year had remained within the county, the other 10 million migrating to another county. Percentagewise, the bureau study showed that 21% of the total population over a year old had moved compared to 19% in similar surveys conducted in 1950 and 1949.

WRJN RACINE

Answers 'Monopoly' Charge

DENYING charges of monopolistic designs in seeking transfer of control of WRJN-AM-FM Racine, Wis., to the Journal-Times Co. in that city, the station, through its attorneys, filed answer to the FCC last Tuesday, asking that its request for transfer be approved.

WRAC Inc., licensee of WRAC Racine, the city's only other radio outlet, had filed opposition to the transfer through attorneys on July 2, 1952, on grounds that WRJN, licensed to Racine Broadcasting Corp., and the *Racine Journal-Times*, newspaper published by the proposed transferee, have been "under common management . . . although the ownership interests in the two corporations are quite different."

Answering WRAC charges that the newspaper refused to carry the WRAC log except as an advertisement, so labeled, WRJN attorneys replied that the newspaper had offered to removed the word "advertisement" from the WRAC log, but that WRAC had insisted it remain. The latter was accused of seeking a "free ride" in the newspaper columns.

To WRAC charges that J. C. Penney Co. in a newspaper-radio campaign bought time only on WRJN and in the city's only daily newspaper and that billing for both were handled by the *Journal-Times*, WRJN counsel answered that the combined billing was done "as an accommodation to, and at the request of, the J. C. Penney Co.—and for no other reason."

WRJN counsel added that WRAC had brought up no newer charges than were contained in WRAC's "complaining letter, dated July 21, 1950, and July 24, 1950," and that the FCC had granted WRJN its renewal of license Jan. 30, 1952, without a hearing.

Krieger & Jorgensen, Washington, is counsel for WRAC Inc., and Kirkland, Fleming, Green, Martin & Ellis, Washington, attorneys for WRJN.

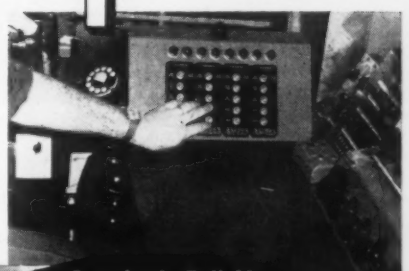
Judge Miller's Talk

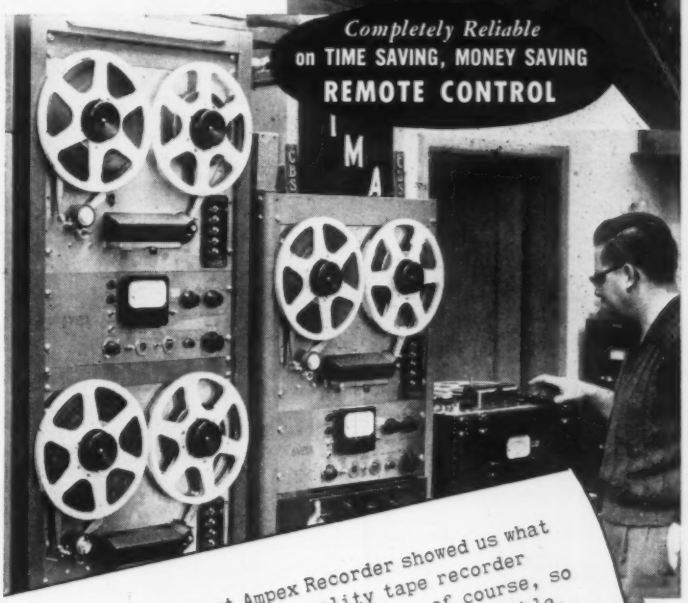
KEYNOTE address of the Seventh Annual National Conference on Citizenship, to be held Sept. 17-19 at the Hotel Statler, Washington, will be delivered by Judge Justin Miller, NARTB board chairman and general counsel. Judge Miller will address the Sept. 17 night session on the subject, "The Constitution and the Citizen." Some 1,200 delegates will attend the conference. The opening occurs on the newly established Citizenship Day created by the 82d Congress to commemorate the signing of the Constitution Sept. 17, 1787.

CKPC Brantford, Ont., has joined the Bureau of Broadcast Measurement, Toronto, as the 133rd Canadian member station.

kima
CBS YAKIMA
[WASHINGTON]
OPERATES 4 dependable AMPEX RECORDERS

The COMPLETE DEPENDABILITY *of Ampex is repaying many a radio broadcasting station with real dollar savings! Such savings result from greatly reduced maintenance, elimination of mechanical breakdowns, and negligible out-of-service periods. Ask for an Ampex demonstration in your studio . . .*





". . . our first Ampex Recorder showed us what a real professional quality tape recorder could be. The reproduction is, of course, so nearly perfect that no detection is possible. In addition, the remote control facilities allow an announcer-operator to completely control our four units, even to cue-ing up tapes while reading an announcement on the air. Mechanically, the Ampex is the first we have seen that is built to "broadcast" standards of quality."

J. Barry Watkinson
Chief Engineer

AX-105

AMPEX
Magnetic Tape Recorders
AMPEX ELECTRIC CORPORATION
Redwood City • California

MORE AND MORE SPONSORS ARE BUYING WO

JUDY CANOVA

WORLD STARS

The greatest names in show business . . . big, dramatic stars who are big box office nationally . . . are now available to local sponsors in an amazing quantity of top-quality shows!

DAVID ROSE

WORLD ARTISTS

From hillbilly to Metropolitan Opera stars . . . America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!

DICK HAYMES

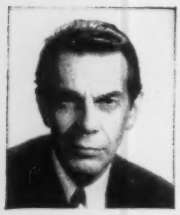
WORLD SPECIAL CAMPAIGNS

Attention-getting, sales-making . . . World's unequalled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors . . . all types of occasions!

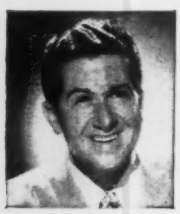
MIMI BENZELL

WORLD SCRIPTS

Every week . . . sparkling, new continuity is sent to stations to keep programs fresh for the listening audience . . . the buying audience!



RAYMOND MASSEY



EDDY HOWARD

WORLD ADVERTISING AIDS—Colorful, sponsor-selling broadsides . . . complete, audience-building promotional portfolios . . and exciting, sales-clinching audition discs are provided by World to help stations sell!

XUM

MORE AND MORE STATIONS ARE SELLING WORLD!

"In these days, when a sound economy is more important than ever, WORLD sets the pace by meeting stations' needs in a hard-headed business manner. WORLD is tops in commercial libraries!"

WKOP, Binghamton, N. Y.
Wally Buman,
Program Director

"We've found that WORLD, plus production on the local level, spells SALES!"

KMOD, Modesto, California
Gene D'Accardo,
Program Director

"WORLD makes a world of difference in programming and sales . . . this is no idle statement. On the contrary, it falls far short of appraising the improvement that has resulted since subscribing to WORLD!"

WBBC, Flint, Michigan
W. Eldon Garner,
General Manager

"WORLD keeps us well ahead of the other stations in this area. We are really going strong with WORLD down here and are looking forward to more of your production masterpieces!"

KEYS, Corpus Christi, Texas
Ben F. Blackmon, Jr.,
Program Director

MONICA LEWIS

WALTER HUSTON

ROBERT MONTGOMERY

THE THREE SUNS

ROBERT MAXWELL

RAY BLOCH

WRITE, WIRE OR PHONE WORLD *TODAY*
FOR BIGGER, BETTER AND MORE PROFITABLE
PROGRAMMING *TOMORROW!*

WORLD
SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
An Affiliate of the Frederic W. Ziv Company
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

editorial

The McFarland *Law*

LAST WEDNESDAY the McFarland Bill became the McFarland Law. President Truman signed the measure to overhaul the FCC's way of doing business, just 24 hours before it would have expired by pocket veto. He signed it in his sick room at Walter Reed Hospital.

This melodramatic ending couldn't be more fitting. The bill had been fought every inch of the way by FCC lawyers.. It had been sabotaged at every juncture, even to the extent of goading the Department of Justice to oppose it at the White House, when the FCC wouldn't go along.

The McFarland Bill represents the first change in the substantive provisions of the organic radio law since its enactment in 1934. Senator McFarland, majority leader, had battled for six years to have it passed. This year he was successful in getting House approval, but the hard way.

The bill isn't ideal legislation. It is the result of many compromises. But it can be lived with, not only by the licensees, but the licensors. It isn't a broadcasters' bill, but it does give the broadcaster a better shake before the Commission. It doesn't solve the broadcasters' dilemma on political libel in this feverish election year, but it does give him a head start on remedial legislation at the next Congress, in an off-election year.

We're pleased with this happy ending. Sen. McFarland fought a valiant, magnificent battle. He followed through tenaciously, when many another legislator, without the trying duties of the majority leader, would have figured it wasn't worth the candle. We hope he never losses the genuine interest in communications he has evidenced over these past six arduous years.

Radio's Short Count

THE KEMPER study of auto radio listening, reported elsewhere in this issue, is another illustration of how radio has habitually shortchanged itself in counting its audience all through its history.

Perhaps if television had not come along, radio broadcasters would never have realized just how serious was their failure to measure the full dimensions of their medium. They might have gone right along underestimating their own importance and, consequently, undercharging for their product.

What is worse, they might have gone along making their principal sales effort in competition with one another ("My Nielsen, or Hooper or Pulse is bigger than his is") rather than with rival media. It is probable that had radio sold against newspapers, magazines and other competitive media all these years, instead of selling against itself, the total radio advertising volume today would be enormously bigger.

It is not hypersimplification to say that the under-the-table deal that characterizes today's selling by radio networks and, sad to say, by all too many stations would not have come about if, historically, radiomen had concentrated their energies on proving that radio was better than other media and not that one station was better than another or that one network was better than another.

Whether program rating techniques led to radio's preoccupation with intramural sales competition or resulted from it is not important. The point is that ratings are chiefly useful in matching station against station or network against network. They are not worth anybody's time in stacking radio up against any other kind of advertising.

What is needed now is a drastic reorientation of radio sales attitudes. Advertisers are matching radio against other kinds of advertising, even if they haven't got adequate research with which to do a sensible job of comparison. It's time radio matched itself against its rivals too, and armed itself with the sort of information it needs to make honest and complete comparisons.

The research that Dr. Kemper has done in Louisville is along the lines that radio can find most useful. He and his sponsor, WAVE Louisville, are to be commended for doing something about a subject concerning which there has been much talk but too little action.

Town Hall, U. S. A.

THIS WEEK Chicago again becomes *Town Hall, U. S. A.*, with almost every American a potential participant. This week in Chicago the Democratic National Convention will name the party's standard bearer.

Town Hall, U. S. A. was created a fortnight ago. It came into being by broadcasting—television and radio broadcasting. It was born at the Republican National Convention which catapulted Gen. Eisenhower into the role of GOP Presidential nominee—after a candidacy on U. S. soil of only four months.

Many a convention had been covered before by radio. The first was in 1924. But never before had a convention been covered nationally both by radio and *television*—where the participants could be seen as well as heard.

The combination of broadcast operations also catapulted television and radio into the forefront of news media. The GOP coverage, in five days, revolutionized U. S. politics.

This week will it be Russell, Kefauver, Stevenson or Harriman? Will Truman be drafted? The only safe wager is that whoever gets the nomination will get it with the acquiescence of the public, and not alone the delegates seated in the amphitheatre.

Public reaction, goaded by what television saw and radio related, threw the sand in the gears of that Taft "steamroller." It was the affront to radio and television, excluded from GOP committee pre-convention sessions, that set off the wave of public indignation. Delegates were besieged with telegrams and long-distance calls from constituents. They wanted "fair play." The Eisenhower forces had taken to the air on the "fair play" issue. They reversed the Taft tide almost overnight.

Radio and television did their most effective "editorial" job overnight too, without realizing it. They told the simple story of the exclusion of radio and television from the GOP proceedings. They reported the complaints to the candidates and to the committeemen. They reported also the opposition of newspapers to the blackout. They emerged with full recognition as full-fledged news media.

And they emerged with something infinitely more, out of this happenstance, which radio heretofore hasn't been able to do alone, perhaps because it never really tried. The broadcast media have achieved a status equivalent to that of the press. They fought back. They exercised their editorial prerogative.

More was accomplished for true freedom of radio at the GOP convention than in all the 32 years that had elapsed since the birth of the medium. The job done then will be underscored this week in Chicago when 2,000 specialists of the broadcasting profession present the second showing of *Town Hall, USA.*

our respects to:

GEORGE SPENCER TURNER

YOU walk into the office of George Spencer Turner, chief of the FCC's Field Engineering & Monitoring Bureau, and you walk into a room redolent of a bygone era in radio broadcasting—when wireless was new and mainly a matter of ship communications.

On a platform desk inside Mr. Turner's door there is a four-foot scale model of the "Black Marias" which the radio service of the old Dept. of Commerce & Labor used as mobile monitors.

On a shelf above his bookcase, Mr. Turner has replicas of early transmitter tubes and miniatures of early direction finders. On the wall of the office is a portrait of Mr. Turner's predecessor—W. D. Terrell, the first chief of the Radio Div. of the Commerce Dept. He doesn't exactly wear a handlebar mustache, but his high stiff collar connotes a World War I age.

The man who puts in his working day amid such mementos has a right to have them there. He was a radio amateur in 1912—at the age of 12. He taught wireless code and procedures to World War I sailors, was the radio engineer for the McCreary Radio Co.'s 9XAB in Kansas City after that, worked as a student engineer for the Southwestern Bell Telephone Co., and finally joined the Radio Div. of the Commerce Dept. in 1924.

Native of Independence, Mo.—he went to the same high school as did President Truman and was taught by some of the same teachers —Mr. Turner as a youth was captured by the new marvel, wireless.

It has been his vocation and avocation ever since.

Mr. Turner rose high in amateur ranks, was Midwest Division manager of the American Radio Relay League in 1922. Among the calls he's had was W4COP—when he was inspector in charge of the Atlanta FCC field office. Right now he's W3AP.

An advertisement for a civil service examination for radio inspector and a desire to get married combined to bring Mr. Turner into radio work as a vocation.

The year was 1923. The girl was Mary Ann Hugo of Kansas City.

At that time, the young Turner was working for the Bell Co. in Sedalia, Mo. He wanted to get a license to be wed, but he knew his colleagues would rib him unmercifully when they heard the news.

So, when he saw the advertisement for the civil service examination to be given in War-

(Continued on page 62)

XUM

AGAIN THIS YEAR,

New England Women buy more of the foods advertised on WBZ

BOSTON
50,000 WATTS
NBC AFFILIATE

TAKE CHEESE, for example.. and take the word of Alice M. Liddell, director of media for Ingalls-Miniter Company, the agency for McCadam Cheeses.

Writes Miss Liddell: "The WBZ Home Forum represents the only radio advertising being used currently to promote the sale of McCadam Cheeses; and we are sure that your large and loyal audience has been one of the prime factors in making this a banner year. We have been amazed and delighted at the large and continuing demand for your Home Forum Bulletins."

For any type of food product, Mildred Carlson's "WBZ Home Forum" can do a tremendous selling job in *all six* New England States. For availabilities, check WBZ or Free & Peters.

Westinghouse Radio Stations Inc
KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

TOP
personality

Biff Collie on
"Collie's Corral"

TOP
Hooper

12:45-1:00 PM Segment
Mon. through Sat.

K-NUZ		2.5
Net.	"A"	1.5
Net.	"B"	1.0
Net.	"C"	2.0
Net.	"D"	0.2
Ind.	"A"	0.7
Ind.	"B"	1.2
Ind.	"C"	0.7

TOP
buy

Mon. thru Sat.—$162.00 Weekly
(Talent & Time—52-Week Basis)

Mon. thru Fri.—$135.00 Weekly
(Talent & Time—52-Week Basis)

CALL FORJOE
NATIONAL REPRESENTATIVE
or DAVE MORRIS,
GENERAL MANAGER
at KEystone 2581
HOUSTON, TEXAS

K-NUZ
HOUSTON'S LEADING INDEPENDENT

BAB GETS KIMBLE
Directs National Promotion

R. DAVID KIMBLE, advertising and sales promotion manager, WBBM Chicago, was appointed director of national promotion for Broadcast Advertising Bureau last week, BAB President William B. Ryan announced. Mr. Kimble will join BAB's New York office on July 28.

Mr. Kimble

Mr. Kimble, who will report to BAB Vice President Kevin B. Sweeney, will be responsible for developing presentations and direct mail to promote radio directly to national advertisers and agencies. He will supervise the creation of sales tools for stations in their selling of regional and national accounts.

Before his two-year stint with WBBM, CBS-owned outlet, Mr. Kimble was assistant advertising and promotion manager of WMAQ, WNBQ (TV) (NBC) Chicago from 1946 to 1950.

After graduation from Knox College, Galesburg, Ill., in 1942, Mr. Kimble studied at the U. of Chicago. He served three years in the U. S. Army, two years of which were spent in the Pacific. He belongs to the Chicago Federated Advertising Club and Lions International.

ADRIAN MURPHY
Elected to ARF Board

CBS RADIO President Adrian Murphy has been elected to the Advertising Research Foundation's tripartite board of directors, it was announced last week.

His election, along with that of E. A. Schirmer, executive vice president of Crowell-Collier Publishing Co., leaves only one media directorship vacant on the foundation's board and spokesmen said this is expected to be filled by election in the near future. The advertiser and agency directorships already have been filled.

Messrs. Murphy and Schirmer were elected to serve until the next annual meeting of ARF.

One of the principal pending projects of the foundation is a study of the controversial radio-TV rating situation. BAB has pledged $15,000 as radio's share of the estimated $25,000 needed for this study, and the rest is being sought from the television division of NARTB. Dr. E. L. Deckinger, research director of Biow Co., is chairman of the ARF committee which will make the study.

WJR Detroit reports sales for six month period ending June 30 of $1,670,366.62. For a comparable period in 1951, sales were $1,693,993.37.

front office

GORDON C. PENTZ and BILL BOYCE, KWBE Beatrice, Neb., promoted to general manager and assistant sales manager, respectively.

JIM BELLAMY, formerly with WLW and WSAI Cincinnati, to WPTR Albany, N. Y., as general manager.

HOWARD W. MASCHMEIER, program director at latter station, promoted to assistant to general manager.

Mr. Maschmeier

Mr. Bellamy

ROBERT FEIHL, O. L. Taylor Co., N. Y., station representative, to Henry I. Christal Co., Chicago.

GILL, KEEFE & PERNA Inc., N. Y., appointed national representative for KOLT Scottsbluff, Neb.

TED SWIFT, Frederic W. Ziv Co., to WBZ Boston, on sales staff.

JIM ROHRS, sales staff, Harrington, Righter & Parsons, Chicago, station representative firm, to George W. Clark Inc., same city.

GEORGE B. J. ADKISSON, radio account executive, KSTP Minneapolis-St. Paul, Minn., to staff of Henry I. Christal Co., Chicago.

MARVIN BRIGGS, commercial manager, KGFJ Hollywood, to KNAK Salt Lake City in similar capacity.

EDWARD V. CHEVIOT, general advertising manager, San Antonio Light Co., to WOAI-AM-TV San Antonio as commercial manager in charge of TV sales. He succeeds JERRY LEE who has resigned.

Mr. Cheviot

FRED BAUMAN, sales staff, WAAF Chicago, to Crosley Broadcasting Corp.'s Chicago sales staff.

JOHN CRANDELL, account executive, WCBS New York, to sales staff, WOR same city, in similar capacity.

GEORGE B. WEISS, former regional representative of *Sponsor* magazine, to O. L. Taylor Co., station representative firm, Chicago.

ADAM J. YOUNG Jr., N. Y., appointed national representative for XELD (TV) Matamoros, Mex.

DON LAWRIE, CJKL Kirkland Lake, Ont., named manager of CHEX Peterborough, Ont., replacing RUSS BAER, now advertising manager of Outboard Marine & Manufacturnig Co. of Canada Ltd., Peterborough. DOUG SCANLAN, commercial manager, CJKL succeeds Mr. Lawrie as manager, with JACK WEATHERWAX, commercial manager, CFCH North Bay to same post at CJKL.

Personals . . .

JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Corp., Cincinnati, and vice president, Avco Mfg. Co., elected to board of directors of *Cincinnati Enquirer* . . . . JOSEPH H. McCONNELL, president, NBC, elected a trustee of Hanover Bank, N. Y. . . . JOHN VRBA, national sales manager, KTTV (TV) Hollywood, father of girl, July 9.

ALAN C. TINDAL, president, WSPR Springfield, Mass., named to 1952 committee on Public Relations of annual United Fund campaign in Greater Springfield. . . . C. L. (Chet) THOMAS, general manager, KXOK St. Louis, appointed to committee of St. Louis Chamber of Commerce to work on organization's Educational Bureau.

XUM

No. 7 for 'Hal'

NARTB President Harold E. Fellows became a seven-time grandfather last week. His daughter, Mrs. Arthur Spangler, gave birth to a baby boy, Mark Emerson Spangler. She is the wife of Dr. Arthur Spangler, Weston, Mass., physician.

TREYNOR NAMED

NARTB Western Contact

WILLIAM K. TREYNOR, assistant director of the NARTB Station Relations Dept., has been named western representative of the department by President Harold E. Fellows. A new office in the West was authorized at the NARTB board's June meeting.

Mr. Treynor retains his present rank as assistant director in assuming the new post, effective Aug. 15. The West Coast office is being set up to provide better service to members in the western part of the country. Mr. Treynor will be based in San Francisco. He will make service calls to radio and TV stations in Washington, Oregon, California, Arizona, Nevada, Idaho, Montana, Wyoming, Utah, Colorado and New Mexico.

Prior to opening the office Mr. Treynor will accompany William T. Stubblefield, station relations director, to NARTB district meetings in four western areas. Before joining NARTB in late 1950, Mr. Treynor was a sales executive at WTOP-TV and its predecessor WOIC (TV) Washington. He entered radio in 1939 at WOL Washington.

Mr. Stubblefield announced another field man, working out of Washington, will be added to the station relations staff.

W & W DISTRIBUTING Co., Memphis, wholesale radio parts and electronic equipment, will sponsor a Mid-South Audio Show Aug. 4-7 at the Peabody Hotel, Memphis. All types of high fidelity audio equipment will be on display for demonstration.

560 KC

FCC Asks U. S. Appeals Court Reopen KFDM, KWTO Case

REVISION of the wording of the U. S. Court of Appeals' decision reopening the 560 kc case concerning KFDM Beaumont, Tex., and KWTO Springfield, Mo. [AT DEADLINE, June 30], was asked by the FCC last week.

In a petition to the Court, the FCC asked that the decision be amended to limit its application to the question of whether or not the Commission should accept proffers of alternative proposals without prior notice and not, as the decision implies, that the FCC must accept all evidence of alternative proposals.

The Court of Appeals remanded the case (No. 10888) to the FCC to hear testimony on a possible antenna design proffered by KFDM and to compare the amount of interference between what was estimated and what actually has occurred.

The FCC in 1947 granted KFDM authority to boost its power from 1 kw to 5 kw. Just before that grant, KWTO applied for a power increase from 5 kw local sunset, 1 kw night to 5 kw full time. This involved interference to KFDM's new service area. The FCC revised the KFDM grant to condition it on acceptance of interference from KWTO. The Commission gave KFDM the alternative of accepting the condition, or of asking for a hearing. KFDM accepted the condition. When KWTO was granted increased power, after a hearing, KFDM appealed to the courts.

The Commission's request for revision of the Court's decision is based on its fear that the requirement that alternative proposals be considered in hearing cases would open a Pandora's box. The FCC said.

To require the applicant to show . . . that no other proposal exists or has been advanced, which will "better" serve the public interest, may in many cases place an intolerable burden upon applicants as well as affording existing stations almost unlimited opportunities for delaying and increasing the cost of applying for new or improved facilities.

It must be borne in mind that the possibilities for alternative proposals are almost unlimited, and that if such factors as cost and stability are ignored, it will often be possible to design antenna systems which at least in theory would obviate the principal interference problems which are responsible for a hearing. Nor would alternative proposals appear to be limited by any means to other types of antenna systems; it could be argued that the interference could be minimized by moving the proposed antenna site, changing the antenna height-station power relationship, or even by utilizing a different frequency.

The Commission also said it feared that if it was required to consider alternative proposals an indefinite number of parties might become involved. Also that an application might be denied because there was a "better" proposal, even though it was otherwise in the public interest to be granted.

Existing stations can find remedies even if they are not permitted to introduce alternatives, the Commission emphasized. They are free to petition the FCC to order the successful applicant to modify his grant.

'BLACKLISTING'

ACLU Files New Brief

AMERICAN Civil Liberties Union last Wednesday charged anew that blacklisting practices are "prevalent in the radio and television industries" and requested the FCC to hold public hearings on its complaint.

The newest charge was contained in an ACLU brief supporting its petition a fortnight ago asking the Commission to revoke an earlier order involving license renewals of three networks and a station [B•T, July 7].

In its brief last week, the organization claimed that performers are blacklisted on the basis of alleged political beliefs and associations and cited the publication, *Red Channels*, as "the chief source of discrimination."

Contending that employment practices of licensed stations come within the Commission's jurisdiction, ACLU quoted from FCC's 1941 report on chain broadcasting and its 1946 ill-fated "Blue Book" to support its position.

FCC last June rejected the ACLU complaint but did not rule on its request for a probe. ACLU claimed that the FCC renewed the licenses of ABC, WCBS-TV (CBS), WNBT (TV) (NBC) and WPIX (TV) New York before it had an opportunity to file a brief discussing network replies to its original complaint. DuMont TV Network and KOWL Santa Monica, Calif., also were cited in the charge.

VALUE of amateur or "ham" radio stations as an antidote for homesickness of overseas aviation trainees now studying in the U. S. is pointed up by the Civil Aeronautics Administration, U. S. Dept. of Commerce. Stations are used to permit trainees to talk to the folks back home, with CAA employes setting arrangements and working out schedules.

571,000 People with $420,267,000 Effective buying power*

LIVE and SPEND in the GOLDEN TRIANGLE

*From Sales Management

THE ARKTEX STATIONS

KCMC AM-FM — TEXARKANA, Ark., Tex. Oil, agriculture, manufacturing, the world's largest Army Ordnance installation produced $145 millions in retail sales to 223,200 people in 1950. They *listen* to KCMC.

KWFC — HOT SPRINGS, Ark. Over a half million visitors come annually to this world famous resort—a bonus market besides the 138,400 resident population. $91,822,000 retail sales in 1950.

KAMD — CAMDEN, Ark. 209,400 people in this industrial and agricultural area spend over $130 millions annually retail. Sell your product over their *home* station.

One Order
One Clearance
One Billing

FOR THE FULL DETAILS WRITE

Sold Singly or in Groups

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark.-Tex.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

RADIO INSTITUTE

Set for N. C. Teenagers

MEMBERS of the second annual North Carolina High School Radio Institute, set July 20 to Aug. 2, will hear 10 prominent radio executives, according to a joint announcement by T. H. Patterson, NCAB president, and Mrs. Earl Wynn, institute director and assistant professor, U. of North Carolina radio department.

The Chapel Hill institute each day will feature one of the following subjects and speakers: Promotion, J. Frank Jarman, manager, WDNC Durham; traffic, Graham B. Poyner, assistant general manager, WPTF Raleigh; production, Fred Fletcher, manager, WRAL Raleigh; sales, Henry Sullivan, manager, WCOG Greensboro.

Programming, J. T. Snowden Jr., manager, WOPS Tarboro; engineering, Robert M. Wallace, manager, WOHS Shelby; sports and special events, James W. Reid, sports director, WPTF; continuity writing, R. A. Dunlea, manager, WMFD Wilmington; announcing, Kenneth I. Tredwell, vice president, WBT Charlotte; management, Harold Essex, manager, WSJS Winston-Salem.

Daily classes, under university radio department supervision, will include radio acting and announcing, writing, production, non-technical operation and campus recreational activities.

air-casters

TED BARASH, promotion manager of Ideal Pub. Co., N. Y., named radio sales development writer for ABC.

RUTH DENNIS BRUMMER, head of publicity for Marshall Plan radio programs in Paris, to WOL Washington, as assistant program director.

ROBERT STEINLE, Broadcast Advertising Bureau, N. Y., to sales presentation staff, CBS Radio advertising and sales promotion department.

JIM ROBINSON, WSTR Sturgis, Mich., to KWBE Beatrice, Neb., on announcing staff. **LARRY PRIBYL** promoted to office manager and program director at KWBE.

NANCY CAMERON, sales department, KNXT (TV) Hollywood, promoted to sales service coordinator.

PAUL E. X. BROWN to WERD Atlanta, Ga., as sports editor.

MAL KLEIN, director of film programming, KLAC-TV Hollywood, promoted to night program operations manager. He succeeds **CHARLES BULOTTI Jr.**, who transfers to KTTV (TV) that city as director of production. **MATTIE TIPPIT**, assistant to Mr. Klein, named director of film programming.

NORMA JEAN CASPER to WIRE Indianapolis as music librarian, succeeding **RAY POTTS**, resigned.

GEORGE BURKE, assistant to **ROBERT GUGGENHEIM Jr.**, film operations manager, KNBH (TV) Hollywood, promoted to position following Mr. Guggenheim's resignation.

JUNE and **DOUG HADLEY** to WANE Fort Wayne, Ind., for *Off the Record With the Hadleys*, disc show. Mrs. Hadley is also continuity chief.

PETER POTTER, star of KNXT (TV) Hollywood *Peter Potter's Party* and KLAC disc m.c., assigned role in Paramount Pictures feature film, "The Stars Are Singing."

HOWARD ROSS, talent coordinator, NBC-TV *Colgate Comedy Hour*, adds similar duties on NBC-TV *All Star Revue*.

RICHARD CRENNA, who portrays Walter Denton on CBS Radio-TV *Our Miss Brooks*, signed for two feature films per year by Universal-International.

JOE SABIA, WHOB Gardner, Mass., to announcing staff, WKNE Keene, N. H.

BILL WILL to announcing staff, WWDC Washington.

SHIRLEY BARBOUR, women's editor, KVOO Tulsa, Okla., named Miss Tulsa and Miss Tulsa Oiler of 1952 in contest which terminated July 7.

MORT GRANAS, radio program officer, Far East Network of U.S. Armed Forces Radio Service, Japan, to script department of CBS Hollywood.

GERRY HERBERT, WJBK-TV Detroit, to announcing staff, CKEY Toronto.

DON WOLFORD, program director, WJER Dover, Ohio, to announcing staff, WKBN Youngstown.

JOY PICKERING to traffic department, WDRC Hartford, Conn.

MARGOT CARIN, TV actress-writer, assigned role in Independent Artists feature film, "Never Wave at a WAC."

JOAN KOLBERG to WNAX Yankton —Sioux City, S. D., on sales promotion and public information staff.

JOE SALABA and **BOB MacDONALD**, CJGX Yorkton, Sask., to announcing staff, CKCK Regina.

WYNN SPEECE, star of *Your Neighbor Lady*, WNAX Yankton-Sioux City, S. D., mother of boy, July 6.

BEN STARR, Hollywood radio-TV writer, father of boy, Peter Steven, July 10.

H. TAYLOR VADEN, supervisor of publicity, merchandising and promotion, WPTF Raleigh, N. C., and Judith Anne Sanford were married June 14.

News • • •

ELMER PETERSON, news commentator, NBC Hollywood, assigned role in M-G-M feature film, "The Girl Who Had Everything."

BOB COOK, WAKR Akron, Ohio, and **SID DAVIS**, WJEH Galliopolis, Ohio, to WKBN Youngstown, as news reporters.

VOTE CAMPAIGN

WLOH Pulls Out All Stops

WHEN public apathy set in to bog down interest in the primary election of West Virginia, WLOH Princeton rolled up its sleeves and went to work to "Get Out the Vote." With the cooperation of a newly-formed Junior Chamber of Commerce, the station put over the campaign with resounding results.

As an indication WLOH pointed out that, in this instance, candidates were elected not by a majority of those who voted but by a majority of Princeton's 8,000 citizens. The record turnout has inspired WLOH to similar plans for the November elections.

Among the ideas put into effect during the primary were these: (1) A series of radio talks with prominent speakers; (2) a list of catchy phrases were used during station breaks (sample: "Vote as you please but please vote"); (3) talks by various prominent citizens selected each night to give station breaks; (4) babysitters and free transportation were provided by station for voters to polls; (5) mobile unit covered the polls and WLOH interviewed voters; (6) final results were reported by WLOH before tabulations were completed by the county.

WHAM TEAM

Sparks Vote Campaign

TEAM-UP of WHAM-AM-TV Rochester with the Freedoms Foundation of Valley Forge, Pa., and 12 Boy Scout regional councils in an intensive, 90-day get-out-the-vote drive in a 26-county western New York area, has been announced.

William Fay, vice president of the Stromberg-Carlson Co., licensee of WHAM, made the announcement during a broadcast observing the station's 30th anniversary. "To inform the listeners in our area is not enough. We feel we should campaign actively and vigorously to get out the vote . . . and this requires more than spot announcement campaigns, however effective," he said.

Under the plan, Boy Scouts will make house-to-house calls throughout the area, with their activities backed by special programming on the two stations, which also will coordinate and act as a news center for the effort.

WJR Choral Group

WJR DETROIT has recorded the choral group featured on its program *Make Way for Youth* for use by the State Dept.'s Voice of America, the station has announced. The department requested the recording in a letter to Don Large, WJR choral director, stressing the importance of youth programs in the "battle for men's minds." Show has been fed to the CBS Radio Network since 1947, and tape was sent to the State Dept. last Monday.

HEARING IS BELIEVING

Central Ohioans buy brand names associated with favorite radio personalities. Loyal, yet ever-ready to try something new, Central Ohioans, 1¼ million strong, make up a billion-dollar market for old and new products.

Reach this 24-county market area through WBNS Radio —Central Ohio's only CBS outlet. The top 20-rated programs round out a balanced schedule which attracts loyal listeners who *hear . . . believe . . .* and *buy!*

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

It's the Demos' Turn

(Continued from page 25)

Radio and Television news and public affairs staffs left for Chicago last Thursday.

Addition of more "vital and informal" convention sessions, such as state caucuses, will be stressed by ABC radio and TV, according to Paul White, managing editor at the convention for the network.

He plans to cut TV cameras during stand-still events, such as a lengthy floor poll of state delegations, and switch to spot news events off the floor, in other areas of the hall or at the Conrad Hilton Hotel.

In general, ABC will tighten the reporting operation after the shake-down during the GOP proceedings.

In addition to the regular battery of NBC radio-TV personnel, hand-picked "student" newsmen, professionals from colleges enrolled in a political reporting course at Northwestern U., Evanston, Ill., are working as NBC legmen covering state delegations during both conventions.

State coverage also is being supplied to West Virginia radio audiences by Ross Edwards, news editor of WCHS Charleston, W. Va. Reports from Chicago to WCHS are fed to a network comprising WCOM Parkersburg, WELC Welch, WKOY Bluefield, WEIR Weirton, and WVOW Logan.

WBAL and WBAL-TV Baltimore are expected to follow the pattern set during the GOP meet and use films, tape and telephone recordings to round out coverage. Stations reported diligently on activities of the Maryland delegation during the Republican sessions, utilizing a three-way reporting system. Carl Skytte, WBAL staff writer, taped stories and interviews and mailed them with cartoons for radio-TV use.

Staffs Congratulated

Congratulations last week were given the networks' political conventions' staffs as they "rested" from coverage of the GOP conclave and prepared for the Democratic convention opening. The presidents of CBS and NBC sent commendatory messages to their respective men, and similar notes of praise were said to be in preparation by top officials of other networks.

NBC President Joseph H. McConnell said:

I am very proud of the tremendous job which NBC did at the [GOP convention], both TV and radio, . . . I know that our coverage of the Democratic convention . . . will be just as outstanding. . . .

It was fascinating and exciting to watch the new medium come to full vigor and strength and win for itself the stature and acceptance it is entitled to have.

Because of the way TV and radio brought this convention to the public, all Americans have a better understanding of our political structure, and of their personal responsibilities as a part of it. I think this is as fine a thing as we could do for our country.

NBC also reported that congratulations were "pouring in" from affiliates throughout the country.

CBS President Frank Stanton sent to Sig Mickelson, CBS-TV director of news and public affairs, a telegram extending to him and the entire staff "my compliments and warmest congratulations for a terrific job under trying circumstances." He said:

Everyone is enthusiastic in his praise for the job that CBS Television news and public affairs has done throughout the Republican convention and the comparative audience ratings show that the public generally feels the same way because your coverage is consistently out in front of the competition.

FORD FOUNDATION

Stays Action on Radio-TV

FORD FOUNDATION board of directors, meeting in New York Tuesday and Wednesday, reportedly took no action on proposals that the Foundation provide funds for the erection of TV stations by educational institutions or that it create and finance a national commission to investigate the status of radio and TV broadcasting [B•T, May 19].

As is customary, the board made no announcements of its decisions on these or any other matters. Grants for the various Foundation projects approved at the meeting will be announced some time hence by the organizations entrusted with administering the Ford funds. For example, last week's announcement by the National Assn. of Educational Broadcasters that $80,000 had been made available by the Foundation for grants to college radio-TV workshops for projects in the field of adult education [B•T, July 14] stemmed from action taken by the Foundation board some time previously.

It was learned, however, that the board did not act on the vigorous campaign of educational interests that the Foundation, through its Fund for Adult Education, make grants to deserving colleges and universities that would enable them to build and operate non-commercial TV stations.

Also considered but not acted upon by the board was the proposal of Sen. William Benton (D-Conn.) that the Foundation take over as one of its projects the National Citizens Advisory Committee for Radio and Television which he had failed to get adopted as a government-sponsored body. Its purpose would have been the study of the nation's radio and TV stations' programming and to recommend improvements, which might be voluntarily adopted or might be imposed through the FCC.

365 Announcers

KPRL Paso Robles, Calif., uses a different local listener to sign the 250 w station on and off the air each day. The idea was that of Barney Schwartz, and his brother, Dale J. Schwartz, who bought KPRL April 1. The guest announcements are taped weeks in advance. Names of the guest announcers for the day and the day following are included in five local newscasts. Barney Schwartz said that sponsors have become interested in the plan and have begun asking for early morning time much more frequently than they did heretofore. KPRL plans to use 565 local listeners-announcers each year.

Security Guide

SECURITY guide intended for industry engaged in defense production (electronic and others) has been published by the Defense Dept.'s Munitions Board, Chairman J. D. Small has announced. Titled *Standards for Plant Production*, booklet lists 90 minimum security rules for defense plants on the basis of board recommendations. Guide may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 20 cents per copy.

NARTB BY-LAWS

Rewriting Set Aug. 7-8

JOB of rewriting NARTB's by-laws to bring them up to date will be undertaken Aug. 7-8 by the board by-laws committee, headed by A. D. Willard Jr., WGAC Augusta, Ga., former NAB executive vice president and now a director representing medium stations.

The changes grew out of the rewriting job performed in the winter of 1951 when the board revamped the association to embrace TV stations. Committee members include, besides Chairman Willard, Leonard Kapner, WCAE Pittsburgh; Merrill Lindsay, WSOY Decatur, Ill.; Robert D. Swezey, WDSU-TV New Orleans, and Kenneth Carter, WAAM (TV) Baltimore.

PakistanWantsEngineer

INTERNATIONAL Telecommunications Union at Geneva, Switzerland, has asked the State Dept. for assistance in obtaining suitable applicants for a radio engineer (VHF) for Pakistan. Interested persons are asked to mail applications not later than Aug. 11 to: Telecommunications Policy Staff, Dept. of State, Washington 25, D. C., Attention Miss Helen Kelly. Miss Kelly's phone number at the State Dept. is Republic 5600, extension 5550.

FOOD SALES ARE FABULOUS!...
in America's
Miracle Market
★ NORFOLK
★ PORTSMOUTH
★ NEWPORT NEWS
FOOD SALES that were fabulous in 1950 climbed another 23% for 1951. Drug store sales up 18%, restaurant (food and drink) sales up 35%. WTAR-AM-TV delivers a fat slice of these mushrooming sales. Climb on the sales wagon. Only dominant WTAR-AM and exclusive WTAR-TV can give you full penetration of this rich market. Contact Edward Petry & Company today.
WTAR
AM TV FM
NORFOLK, VIRGINIA
AM-FM► NBC AFFILIATE
TV► ALL NETWORKS

EMPLOYMENT

Decline in Electronics

EMPLOYMENT in the electronics industry declined slightly from April through June, partly because of curtailed demand for home-type radio-TV sets, but is at its highest military level since World War II.

This was reported by Dr. John R. Steelman, acting director of defense mobilization, in his quarterly report to the President on the progress of American preparedness. The report, titled "The Shield Against Aggression" and released last week, covers military electronics, Regulation W, materials for consumer goods and construction, and manpower problems.

In radio and television goods, Dr. Steelman noted, retail sales "declined sharply during the first four months of 1952 and production was curtailed to avoid inventory buildup." Supply of consumer durables was ample in the second quarter, he said. Additionally, volume of consumer credit outstanding rose sharply in May (an increase of $447 million) since Regulation W was suspended.

KBIG Avalon has started twice weekly five-minute sport news commentary and predictions which features Gordon Macker, editor of *Southern California Sports Magazine*. Vic Tanny Gymnasiums, L. A., sponsors the show through Sylvan Pasternak & Assoc.

allied arts

JAMES E. HERBERT and **CHARLES H. COOMBE** promoted to sales manager and national retailing merchandising manager, respectively, of Motorola Inc., Chicago. Other promotions announced at same time are **JAMES M. TUTTLE** to western division sales manager; **ROBERT F. EVANS** to regional manager of firm's Kansas City-St. Louis territory; **VERNE W. MAY** to regional manager for Chattanooga, and **ASHTON H. HULBERT** to regional manager of northwest territories.

Mr. Herbert

Mr. Coombe

JOHN P. FINNERAN appointed general advertising manager, Westinghouse Electric Supply Co., N. Y., succeeding **ARTHUR W. SULLVIAN** who has retired.

FORD BILLINGS, formerly general manager of Greer radio stations in West Virginia and Ohio, to Robert S. Keller Inc., N. Y., radio sales promotion firm, in executive capacity.

GEORGE J. ZIPF, New York district manager in charge of sales and service for Raytheon Mfg. Co., Waltham, Mass., appointed to similar post in Chicago district.

ALFRED SHAFFER, Bendix Aviation Corp., appointed administrative engineer in Government Contract Div., CBS-Columbia Inc.

LUTHER F. CREE, personnel manager, Simpson Electric Co., Chicago, to National Defense Div., Motorola Inc., same city, in same capacity.

DAVID R. WILLIAMS, assistant sales manager, Standard Radio-United Television Programs Inc., N. Y., to INS-Telenews.

ALBERT AXELROD, senior engineer, Advanced Development Lab., CBS-Columbia Inc., to represent U. S. as member of fencing team in Olympic Games, Helsinki, Finland.

DR. BEN KIEVIT, field and sales engineer, Sylvania Electric Products Inc., N. Y., appointed manager of sales engineering for radio-TV picture tube divisions.

Dr. Kievit

SAM BLAKE appointed head of radio-TV department, Ettinger Co., N. Y., publicity firm.

SHALLCROSS Mfg. Co., Collingdale, Pa., has released guide to acquaint users of precision wire-wound resistors with differences between new MIL-R-93A and JAN-R-93 specifications.

ROBERT E. MARLOW named research director for Kerker-Peterson & Assoc., Minneapolis, advertising production firm.

W. J. BERRY, manager, St. Louis power apparatus sales and outside construction department of Graybar Electric Co., named manager of Memphis branch, succeeding **J. W. HORNE** who transfers to Norfolk as branch manager.

SYLVANIA ELECTRIC PRODUCTS Co., N. Y., announces availability of bulletin describing production facilities at firm's Parts Div. plants and services in 10 locations.

ROBERT H. SHUTAN named West Coast counsel for American Guild of Variety Artists, succeeding **MORTON HARPER.**

TIM COAKLEY appointed New England representative for Newcomb Audio Products Co., Hollywood. **MORRIS TAYLOR Co.**, Silver Spring, Md., will represent firm in that state and southern territory.

AL WALKER, film editor, and **CHUBBY LEHMANN**, cameraman on KTTV (TV) *Hollywood Newsreel*, to United Press-Movietone news staff, that city.

ROBERT H. DOLBEAR, Curtiss-Wright Corp., to Instrument Div., Allen B. DuMont Labs., Clifton, N. J., as sales engineer.

FRANK W. TAYLOR appointed sales representative for Crown Controls Co., New Bremen, Ohio (TV antenna rotators). Mr. Taylor will handle New York State with exception of metropolitan New York area.

RESEARCH Co. of America relocates at 570 Fifth Ave., N. Y. Telephone is Plaza 7-1868.

Equipment . . .

ZENITH RADIO Corp., Chicago, announces release of new Universal portable radio with service from one set of batteries with 90 full volts of "B" power assuring sensitivity, tone control and adequate speaker power for outdoor use.

INSTRUMENT Div., Allen B. DuMont Labs., Clifton, N. J., announces manufacture of Type 303-A wide-band, high-gain, cathode-ray oscillograph equipped with circuits for precise quantitative measurement of both time and amplitude.

NEWCOMB AUDIO PRODUCTS Co., Hollywood, announces availability of Classic 25 amplifier with remote control unit. Distortion is reduced to lowest limits of measurement. Frequency response extends from below 10 to over 100,000 cycles.

SOUTHWESTERN INDUSTRIAL ELECTRONICS Co., Houston, Tex., announces production of new low frequency oscillator designed as source of signal power in range of .01 to 100 cps. Termed Model L, instrument features use of resistors and condensors for frequency determination which offers short and long time frequency stability.

REGENCY Div., I.E.D.A., Indianapolis, Ind., announces production of new converter for adding UHF station reception to any TV set.

SYLVANIA ELECTRIC PRODUCTS Inc., N. Y., announces development of new electronic tube for operation on beacon radar from single antenna. Designated Type 6214, tube will permit manufacture of more compact and less costly beacon radar equipment.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces production of new line of Yagi antennas which make possible reception of two channels with single antenna. Taco Dual-Channel Yagis is designed primarily for fringe areas where two channels are operating and are received from same direction.

LITTLEFUSE Inc., Des Plaines, Ill., announces production of mold-sealed, watertight fuse extractor posts for its 3AG, 4AG and 5AG series of fuses for radio and TV receivers and transmitters.

Technical . . .

ROBERT H. ROGERS, chief engineer, KPMO Pomona, Calif., to KOCS and KEDO-FM Ontario, Calif., in similar capacity.

RCA VICTOR Div. has given scholarship grants to two company engineers, A. William Bloom and Ray D. Dennis. Both men will take a two-year course at Harvard Graduate School of Business Administration and will continue to receive full company benefits during the two-year period.

RADIO STATIONS!

Issue Your Own

TRADING STAMPS

Redeemable for Premiums Every Woman Will Want!

● New "Magi-Kash Plan" gives you exclusive arrangement for your own radio advertisers, tied into national premium setup with catalogs containing your own call letters on the cover!

● Entire plan created by advertising men and aimed toward adding many merchants to your books NOT NOW USING RADIO.

Get the details, without cost or obligation, naturally

OBTAIN YOUR EXCLUSIVE FRANCHISE AT ABSOLUTELY NO COST TO YOUR STATION

The requirements are simple. Worth finding out about! Write, wire or telephone:

BROADCAST MERCHANDISERS, INC.

6000 Sunset Boulevard

HOLLYWOOD 28, CALIFORNIA

Telephone: HUdson 21477

Howard E. Ray, President ● Ellis E. Craig, Vice President
Wm. R. Reid, Secretary ● I. Jack Berger, Treasurer

PRESS PRAISE

Accorded for GOP Coverage

BROADCAST coverage of the Republican national convention received unprecedentedly favorable and voluminous comment in the press, BROADCASTING • TELECASTING review of newspapers throughout the country showed last week.

Perhaps the most significant analysis was made by Alistair Cooke, U. S. correspondent for the *Manchester* (England) *Guardian*, in a dispatch also published in the *Baltimore Sun*. Wrote Mr. Cooke:

". . . An honest reporter can only admit that the incomparable mobility of the television camera has beaten him to an impotent standstill.

"A dozen years from now it is doubtful if reporters will even be assigned places in the convention stadium. The good reporter will revert to what Lord Bryce correctly assumed to be his first duty at a nominating convention: To hang around the candidates' headquarters and keep his ears and eyes alert for the shifting allegiance of the delegates.

"Last night many veteran reporters reached a showdown in the increasingly familiar struggle between their conscience and their intelligence. Their conscience tells them to go to the stadium and sit obediently in their alloted seats.

"Their intelligence began to suggest as long ago as 1948, and now is overwhelmingly persuasive, that if they want to see how the delegations, the floor leaders and the galleries respond to the words and rulings coming from the rostrum they had better settle by a television set."

Other excerpts from the press included:

J. R. Wiggins, managing editor, writing in the *Washington Post:*

". . . This Republican convention will be remembered as the first convention of a new era in American politics. While it was run by the delegates, sitting there on the convention floor, badges on their coats and credentials in their hands, it was not wholly run by them.

"The TV camera is a one way communication medium as yet. But the watchers at millions of TV screens could almost be seen and heard on the floor of the convention, so strong was the sense of their presence that pervaded the great amphitheatre. . . .

"Whatever good or evil results . . . the goldfish bowl and not the smoke-filled room hereafter will be the proper symbol of American political conventions."

Editorial in the *Charlotte* (N. C.) *News:*

". . . In five action-packed days millions of observing Americans received an enthralling short course in government . . . [Television] listened and looked in on history and true life, and did a job."

Editorial in the Louisville *Courier-Journal:*

"Thanks to the accident of television, a mild but determined little lawyer from Puerto Rico awoke Thursday to find himself the hero of an audience of millions. His fame is probably transient. But that it came at all illustrates the revolution in reporting brought about by the television camera. . . . Of the thousands who milled around in the early hours of Thursday morning when Senor Romany made his stand, not more than a hundred can have been close enough to see what actually happened.

"But millions of screen watchers were able to tell about it all. . . ."

Editorial in the *New York Times:*

". . . Television, when it is constant, catches many actors on the political stage in moments of forgetfulness. Nobody can be self-conscious all the time. Television may underline insincerity; it may catch an individual laughing at the wrong joke or yawning at some other person's eloquence; it may reveal some pretentious tub-thumper as the comic or tedious figure he actually is.

"Television, in short, gives democracy an all-seeing eye."

Editorial in the New York *Herald-Tribune:*

". . . The fascination of the spectacle lies in the way it shows the democratic political processes actually at work. . . .

"The windows of the smoke-filled rooms are gradually being opened. The people are insisting on their right to see what is going on at first hand, and their demand is being accepted. In years to come, television may bring about even greater changes in floor procedures and activities, for already it is almost as if the cameras are being reversed and the delegates are observing the intent faces of those who while still on the outside are now enabled to look in."

B. M. McKelway, editor, writing in the Washington *Evening Star:*

". . . The impact of the printed word, in situations of this sort, can never approach that of the picture and the living voices of those who form it on the television screen."

CHATTING at the Gettysburg farm of Republican Presidential Candidate Dwight D. Eisenhower (c), are Harry S. Sylk (l), vice president of WPEN Philadelphia, and his brother, William H. Sylk (r), WPEN president. The Sylk brothers own the station and the Sun Ray Drug Co. William Sylk was a delegate to the Republican national convention in Chicago and Harry Sylk served as a sergeant-at-arms.

LOST DACHSHUND

Radio Joins Search

WHEN the pet dachshund of Charles H. Crutchfield became lost, he was found through efforts of two radio stations and a newspaper.

The dachshund, registered as Eric von Poperling of Mecklenburg but known as "Poop," disappeared at Folly Beach, S. C. The dog had been taken there by the housekeeper of Mr. Crutchfield, who is executive vice president and general manager of WBT-AM-FM WBTV (TV) Charlotte, N. C. When notified of "Poop's" disappearance Mr. Crutchfield immediately followed "condition red" procedure.

He telephoned John Rivers, president, WCSC-AM-FM Charleston, S. C., and enlisted his aid. WCSC aired announcements and display ads were taken in the *Charleston News & Courier*. The frantic search produced quick results. "Poop" had been making his home with a family in nearby Barnwell, S. C., and was soon returned.

"GOOD NEWS"

Sends 2,000 Sweaters to the Cleaners

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored "Good News" on WOC since February, 1950 . . . five 5-minutes weekly, with Mary Louise Marshall handling woman-slanted commentary.

Firm's only media advertising, "Good News," has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions . . . e.g: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

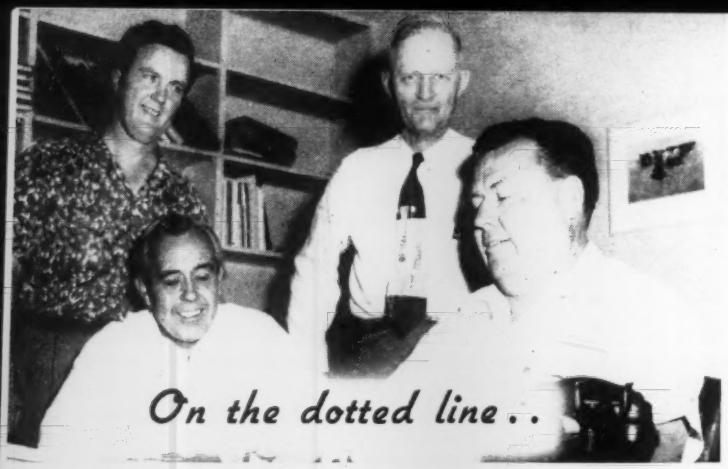
Both supply houses delivered; Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

BUT "GOOD NEWS" TURNED THE TRICK. Helped deliver the necessary customers in less than 3 weeks . . . and *there were 2000 freshly cleaned in the Quint-Cities.* Take your cue from Yerbury-Dana . . . buy at their local "cash register level" and you'll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM - FM ALSO TV

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager



SPONSOR for Arizona State College football broadcasts over KOY Phoenix is Blakely's Service Stations, state chain. At signing are (l to r) Ed de Forest, sportscaster; John Hogg, KOY pres.; Dr. D. R. Van Petten, college athletic dir., and A. M. Blakely, sponsor.

CONTRACT for *Romance of West Virginia Quiz* series is signed for Ashland Oil & Refining Co. by Robert S. Boyd (r) firm's radio adv. dir., and George Gray, WKNA Charleston, gen. mgr.

MOVING his *Fred Krell Show* to WSGW Saginaw, Mich., MBS outlet, is Fred Krell (r), who also becomes station program director, shown with Robert W. Phillips, WSGW v. p. & gen. mgr.

PACT to broadcast Knoxville Smokies baseball on WBIR there is signed by (l to r), seated, Jack Aragon, Smokies bus. mgr., John P. Hart, WBIR gen. mgr.; standing, Jack Joyner, WBIR sports dir.; Tony Barrett, WBIR.

YEAR's renewal of contract between WGAY Silver Spring, Md., and Suburban Motors Inc., Dodge dealer, is signed by (l to r), Ed Rogers, WGAY acct. exec.; H. A. Simons, SMI v. p. and Joe Brechner, WGAY gen. mgr.

SIGN-UP of Muntz TV Inc. contract for six hours weekly on WMPS Memphis includes (l to r) Jerry Colonna, Muntz stockholder; Harold Krelstein, WMPS pres.; Earl (Mad-Man) Muntz and Don Adams, Muntz TV.

Our Respects to

(Continued from page 54)

rensburg, his mind worked thusly:

"I can tell the office I'm going over to Warrensburg to take the radio inspector's examination. While there I can get a marriage license and be married. No one here will know about it, and there won't be any of this 'shivaree' hazing for us."

Which is exactly what he did. He went to Warrensburg, took the civil service examination and got married by a justice of the peace there.

Early in 1924, a form letter told him he had passed the examination and had been put on the Civil Service list for radio inspector. And, within days, a telegram arrived offering him a munificent $2,100 a year as a radio inspector in Chicago. Mr. Turner started there as a radio inspector, checking frequencies, monitoring signals, making certain that equipment operated was as specified and doing the thousand and one details the job required.

The equipment the radio inspector used then was primitive compared to the wondrous apparatus of today. But the work was the same as that done by the Field Engineering & Monitoring Bureau now—making certain that stations keep to assigned frequencies, and stay within their power limitations. The inspector gave examinations, undertook measurements, monitored the spectrum, detected and located illegal transmissions, and conducted investigations.

At that time there were 100 men in the radio inspection service. Today, FE&M (as it is known at the FCC) has about 400 men in nine regions, 23 district offices, six sub-offices, three ship offices and 18 monitoring stations from Maine to California.

There probably was $650,000 spent on the radio service in 1924 when Mr. Turner joined. Today he has $2.25 millions for his organization.

This is what the men of FE&M did in the year ending June 30, 1951—the latest figures that are available:

Handled 9,600 complaints requiring field investigations. Found 101 illegal radio transmitters, looked into 2,500 cases of interference, aided in locating and assisting lost or disabled air and sea craft on 168 occasions.

In addition, FE&M men made 10,800 ship inspections, 1,600 broadcast inspections, 13,500 other inspections. Half of the ship inspections and the broadcast inspections called for deficiency notices.

In addition, they were responsible for: 4,600 broadcast authorizations (including 2,385 AM stations, 754 FM, 108 TV), 34,000 aviation (including 25,000 in aircraft), 30,000 maritime (of the 25,500 on ships, some 1,500 are radars), 6,200 police, 80,000 land transport, 75,000 industrial, 90,000 amateurs, 26,000 common carrier moblie units, 1,500 experimental.

The work that the men of Field Engineering & Monitoring are called to do ranges from the vital to the slightly ridiculous.

Last April, pilots coming into the busy Chicago airport reported interference to the omnirange signals which are used as a guide in instrument weather.

This involved the safety of human lives, and the FCC swung into action. Through sensitive instruments, FE&M men determined what was causing the interference signals.

It turned out that six different types of TV receivers in one area of Chicago were the cause. Oscillator radiation from the sets ran as high as 1,500 uv/m at 80 ft. The FCC's proposed standard is 15 uv/m at 100 ft.

A quick report to the local service managers of the companies involved and the troubles were remedied by filters and shielding.

Mr. Turner has been most active in the promotion of local TVI (Television Interference) committees to combat this transmitting quirk of TV receivers. The committees are formed voluntarily and are comprised of amateurs, servicemen and FCC field men.

The problems these committees handle involve mostly such minor irritations as complaints of interference from TV set owners.

A routine check was made by FE&M's monitoring service just last week on a complaint by Mackay Radio that interference was ruining reception of its Honolulu to San Francisco circuit. Through triangulation fixes on the offending signal, it was traced—to a British Army station in Accra, Gold Coast, Africa.

Eight Years in Chicago

Mr. Turner's eight years in Chicago coincided with the development of commercial broadcasting.

He had a hand in checking the transmitters of such early broadcasters as the Atlass brothers when WBBM was in their home on Sheridan St. When the director of radio of Kansas State College at Manhattan put KSAN on the air, Mr. Turner was the radio inspector who gave Sam Pickard (later Federal Radio Commission Commissioner) his okay.

When Westinghouse put KYW on the air in Pittsburgh, Mr. Turner checked the transmitter for his good friend, the late Walter Evans who was then the station's chief engineer. When Zenith Radio Co.'s WJAZ jumped its frequency in 1926, starting a lawsuit that went to the Supreme Court, and was instrumental in the passage of the Radio Act of 1927, it was Mr. Turner who collected the information.

When WTMJ in Milwaukee complained that WFLA's directional antenna in Clearwater, Fla. (the first such in broadcasting) was interfering with the *Milwaukee Jour-*

nal's primary service, it was Mr. Turner who checked the interference, and found it to be true.

In 1933, Mr. Turner was named supervisor of the Atlanta office, where he remained for seven years. In 1940 he was called to Washington as assistant to Mr. Terrell, where he handled all field matters except radio intelligence work. That was handled by his colleague, George E. Sterling, who later became chief engineer, and now is Commissioner.

In 1943, Mr. Turner was named chief of the Field Division, succeeding Mr. Terrell who retired in that year. In 1947 he was made assistant chief engineer in charge of the Field Engineering & Monitoring Div. of the Engineering Dept.

When that division became a full-fledged bureau in the FCC reorganization last year, there was no question who the chief would be.

Serves With CCIR

Mr. Turner has been active in the meetings of the International Radio Consultive Committee (CCIR) beginning in 1948. CCIR is the section of the International Telecommunications Union established after the Atlantic City international conference to draw up the details of that agreement. He was a vice-chairman of the U. S. Delegation at Geneva in 1950, and was appointed a vice chairman of the CCIR executive committee. Right now he is engaged with other members of the CCIR executive committee in preparing for the London conference in the next month or so.

Today, Mr. Turner sits in an old fashioned brick building, once a Washington public school, near the State Dept. in the Foggy Bottom section of the capital.

In a second-floor room, filled with wall sized maps of the world on movable easels, the clatter of teletypewriters tells the visitor that here is the heart of the FCC's world-wide monitoring service—with reports coming in from not only the continental U. S. but Alaska, Puerto Rico, and Hawaii as well.

Field Service Funds

Mr. Turner, a youthful, bespectacled grandfather—his second son presented him with a granddaughter a year ago—loves it. To him the field service is the FCC's operating service. It doesn't have all the money it needs—the $2.25 million for the 1953 fiscal year is a quarter-million cut from the year before—but he has a philosophy about those things that lets him sleep easy at night. It is a paraphrase of a great American slogan, of the days when the exploits of the *U.S.S. Constitution* swelled the hearts of the country:

"It's better to have iron men in wooden ships, than wooden men in iron ships," he says.

RADIO—'A 30-YR.-OLD, FULL MUSCLED GIANT'

An Owensboro Dept. Store Recounts Its Air Success

"RADIO is not on trial at our department store. We buy radio because we know it is good and have confidence that it will produce the results that we desire."

That statement effectively sums up the opinion of David Reynolds, general manager of the S. W. Anderson Co. of Owensboro, Ky. The firm is the largest department store in the western portion of the Blue Grass state.

"We have been doing radio advertising on both Owensboro stations for a good many years," Mr. Reynolds continued. "We know radio is a 30-year-old, full-muscled advertising giant—that packs a powerful selling punch."

The store began the use of radio some 13 years ago when WOMI went on the air. When WVJS opened in the Owensboro market in 1947 the firm became a regular client and has continued to increase its budget since that time.

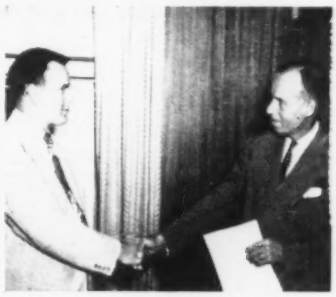
Executives are pleased with results. "We had special needs that had to be met," Mr. Reynolds explained. "Such things as numerous people living outside the city complaining to us that they were often a day later in receiving their newspapers than those in town . . . that they did not receive an equal opportunity at our specials and bargain events when only newspaper was used because the bargains had been picked over before the news of the event reached them.

"As our store served a region, we had to get this news to all our customers as quickly as possible and we knew that radio is an invited guest in more than 90% of the homes in this area. We also knew that certain merchandise needs detailed description. We knew from much past experience that the average person will not take the time to read a lot of fine print in a newspaper ad. On the radio, regardless of the amount of descriptive material that we use, every line is a headline. They will listen to details on the radio."

"We also knew," the department store head continued, "that the persuasive and friendly warmth of the human voice can have great impact on the mind of the listener and prospective customer. For instance, when you go to church the minister does not meet you at the door and hand you a copy of his sermon. He talks to you. When John Rutledge, commercial manager of WVJS, came to me with an idea I felt would neatly and compactly answer so many of my advertising problems, I welcomed it."

The idea that Mr. Rutledge sold was the use of a daily, Mon.-Sat. 8-8:30 a.m. program built around a personal shopper at the Anderson Co.

The shopper is played on the radio by Mary Sachs, a member of the WVJS staff. At the store another young lady, a member of the store staff, uses the pseudonym Mary Sax in doing personal shopping service for customers. Listeners to the program, of course, do not realize that the Mary on the radio and the one at the store are different people.



Mr. Rutledge (l) is congratulated by Mr. Reynolds on the creation of the successful Anderson program.

* * *

In her radio show, Miss Sachs takes a purely feminine approach to descriptions of the Anderson Co. merchandise. Current specials and values are described in her own words. Daily visits to the store keep her familiar with every store activity. She even goes along on buying trips, telling her listeners about the new merchandise as it appears in the Anderson Co.

Miss Sachs is assisted on the program by WVJS announcer Earl Fisher. He gives a one-minute summary of world news and comments on local happenings. Conversation between the two on the show is not keyed to humor but rather on a friendly and informative basis. Reference to the time and weather are made. Four top recordings are played each day.

Believes in Radio

The Anderson Co. believes in the use of radio for special promotions as well as through the *Showcase*. They continue to use considerable time on WOMI, and when concentrating on one campaign or a shopping special, buy additional spots on both stations.

Arnold W. Lenz

ARNOLD W. LENZ, 64, general manager of the Pontiac Div., General Motors Corp., and his wife were killed July 13 in an automobile accident near Lapeer, Mich. Mr. Lenz, a vice president of GM, had worked for the company 34 years. He was chairman and president of the board of regents of the General Motors Institute at Flint, Mich., and a former vice president of the Society of Automotive Engineers.

Gosh darn it! I can't find the number of Radio Homes in Suffolk County, Mass. anywhere.
Don't cry, pal. You'll find the answer in the BROADCASTING MARKETBOOK.

TRUMAN DEPLORES

Shortage of CD Funds

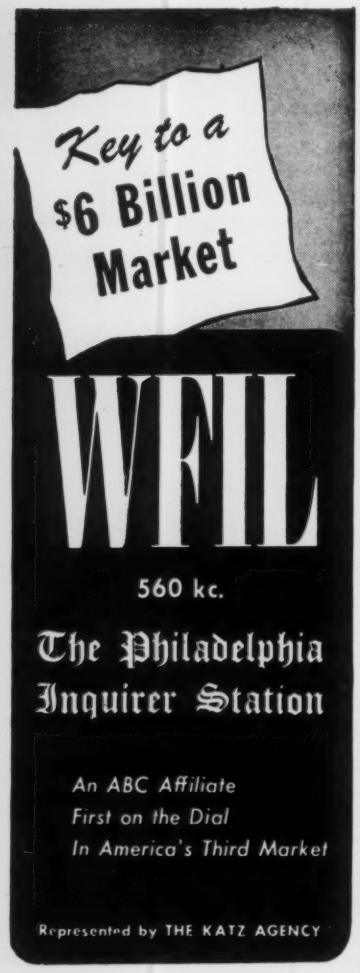
PRESIDENT Truman last Tuesday signed an omnibus funds bill (HR 8370) for defense emergency agencies and at the same time scored Congress for inflicting severe cuts in the federal civil defense program.

Key public information and training programs, including radio-TV activity and closed circuit theatre TV, are certain to be adversely affected by the 90% money slash for the Federal Civil Defense Administration [B.T., July 14].

The Chief Executive said Congress' action "repeats the gross error of the last two years by postponing once again" certain vital civil defense projects. He also chided it for paring budgets for defense and the Economic Stabilization Agency, which coordinates national wage-price policy.

FCDA Administrator Millard F. Caldwell Jr. also criticized Hill members for ignoring "repeated warnings" on adequate civil defense measures. He added:

"Illogically, the House slashed funds for a public education program [through FCDA's Office of Public Affairs] by 75% while urging Civil Defense to train and educate the people in self-protection."



PRICE DECONTROL

OPS Mulls Radio-TV Sets

A MOVE to decontrol price ceilings on radio-TV sets and other consumer goods is gaining momentum at the Office of Price Stabilization, it was revealed last week.

Radio and television receivers and related equipment have been under OPS regulations (CPR 7) since ceilings were first imposed, but the question has been largely academic in the set industry. Many items have been selling at subceiling levels.

Earlier, it was authoritatively learned that OPS had temporarily abandoned issuance of a set of tailored regulations for the radio-TV industry. The feeling among OPS authorities and many manufacturers has been that tailored ceilings, under study for the past six months, would serve no useful purpose in the industry at this time. They will be drawn up, however, and held on a standby basis.

As part of this study, the agency has been surveying set-makers on a wealth of data, including prices, warranties, cabinet designs and other aspects. Most of the replies had been received as of last week.

While there has been strong sentiment in some OPS quarters for retention of controls over civilian hard goods, Congressional axing of '53 budget money has forced a sharp cutback in personnel. More than half of the agency's 12,000 employes will be dismissed by September, with resulting realignment of news and public information sections and a merging of some functions.

It was not immediately known whether decontrol would be pressed into effect on all retail consumer goods at once or merely on certain categories on a piecemeal basis.

'Piano' Europe Tour

AT THE invitation of the U. S. Army, ABC radio's weekly co-op program *Piano Playhouse* will tour Army installations in Europe for seven weeks this summer. The eight members of the *Playhouse* company were flown to England July 11, and will continue their tour of Army posts by point-to-point flights in a special plane providing space for two pianos in addition to personnel. *Piano Playhouse* will be heard as usual on ABC radio throughout the tour (Sunday, 12:30-1 p.m. EDT).

NBC Salutes WTMJ

NBC will salute one of its affiliated stations, WTMJ Milwaukee, on its 25th anniversary Friday, July 25, in a special program (NBC, 8 p.m., EDT), that will include singer Hildegarde, Jack Carson, Dennis Morgan, pianist Liberace and the comedy team of Cliff Arquette and Dave Willock.

'52 SET SALES

Dept. Stores Show Decline

DEPARTMENT store sales of television receivers and major household appliances declined in dollar volume and percentage during 1951 but still remained 4% higher than in 1950, according to the Federal Reserve System's Board of Governors.

This fact was brought out in FRB's "Retail Credit Survey for 1951," the ninth such study conducted among department, clothing, furniture and appliance stores and automobile dealers. The survey was released last week.

Fluctuations took place in all types of consumer goods sales but the "greatest instability was in television," the survey said. Sales of radio-TV sets and appliances reversed an upward trend of other postwar years, it was noted. The FRB report added:

After the scare buying in the first quarter of 1951, sales of television sets (in appliance stores) declined sharply. Beginning with the third quarter, sales showed more than the usual seasonal expansion. This expansion reflected in part widespread discount sales by retailers. The relaxation on July 31 (1951) of installment credit regulations . . . probably helped to stimulate the market.

Revival of sales in other goods in mid-1951 was "not so pronounced as in the case of television." Prices generally remained at levels above 1950 for major consumer goods. Overall appliance-receivers inventory at the end of 1951 was about 2% higher than at the close of the previous year.

Berlin Fair

GERMAN radio industry will exhibit at the Industrial Fair in Berlin Sept. 19 to Oct. 5, it was announced last week. Meanwhile, it was announced also that the German Radio and Television Exhibition, which had been scheduled for Aug. 22-31, has been postponed until next spring. Further information may be had from the German-America Trade Promotion Co., Empire State Bldg., New York City.

EMERY QUITS FCC

Joins JCET As Consultant

WALTER B. EMERY has joined the Joint Committee for Educational Television as a special consultant thereby concluding nine years of service with the FCC.

Mr. Emery

At FCC, Mr. Emery served as attorney, examiner, Chief of the Renewals & Revocations Branch in the Law Dept., and more recently as legal assistant to FCC Chairman Paul A. Walker.

Announcement of Mr. Emery's acceptance of the JCET appointment, which became effective July 15, was made by Edgar Fuller, JCET chairman, in Washington last week.

Mr. Fuller explained that Mr. Emery will attend regional and state-wide educational meetings, providing general assistance to educational groups interested in filing applications for non-commercial educational stations.

Mr. Emery, 44, was born in Howe, Okla. An educator himself, he taught speech and radio at the U. of Oklahoma, the U. of Wisconsin and Ohio State U. He was director of the U. of Oklahoma radio station from 1932 to 1935, and in 1946 the university presented him with the Distinguished Service Award in Radio.

During the summers of 1936 and 1937, Mr. Emery served as attorney in a special telephone investigation for the FCC.

Evans Joins Nielsen

EDWARD F. EVANS has joined the A. C. Nielsen Co., Chicago market research firm, in a general executive capacity, working primarily on sale of the Nielsen Coverage Service.

Former research director of ABC New York, Mr. Evans recently resigned as research account executive at Ted Bates agency. He is a past president of the Radio and Television Research Council.

FAMILY
WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.
WIBW The Voice of Kansas in TOPEKA

COPYRIGHT LAW

Bryson Change Explained

THE BRYSON Bill (HR 3589), which is due to become law after receiving the signature of President Truman, creates an exclusive right in copyrighted properties of a literary non-dramatic nature which extends to them the protection formerly limited to musical and dramatic material. It brings within the scope of the copyright law the public performance for profit of a non-dramatic literary work and the making of recordings of such a work.

That means that if radio or TV station licensees broadcast or telecast readings of poems, stories, articles or other similar material they are in danger of being sued for copyright infringement.

It is noteworthy that the House version of the bill limited the bill's coverage to performing and recording rights in non-dramatic works to those made "for profit." Amendments made by the Senate changed that wording to read "for pecuniary profit." This was done, according to the House conference report, "to ensure that the quotation of a portion of a copyrighted poem or literary work or speech for which no monetary compensation was received would not be deemed an infringement. This result appeared desirable to the House and was intended to be included in the bill passed by the House by means of the words 'for profit.'"

Since the idea of "public performance for profit" has been in the Copyright Law since 1909 and, states the House report, "the courts have construed the phrase to mean a material, tangible, commercial profit," the conferees agreed to eliminate the word "pecuniary" as apt to cast doubt on the "public performance for profit" clause of the law.

But, the House report states, this was done "with the understanding that the word 'profit' as used in the Bill refers only to a pecuniary remuneration."

Although in the past some courts have held that sustaining programs are "public performances for profit" under the intent of the Copyright Law, attorneys close to the industry last week pointed out that since conference reports are usually considered along with the bill to determine its meaning, it might be that sustaining programs would be exempted from the provisions of the Bryson Bill.

Attorneys also pointed out that the Bryson Bill does not make recordings of literary works subject to the two-cent-per-pressing compulsory license clause of the Copyright Law which applies to musical works. This provision continues, however, to apply to musical recordings, including poems set to music. This creates, it was noted, a situation whereby the copyright owner of a song may collect only two cents royalties from each recording of it, but he may collect any fee he can get for the right to record the poem without music.

Incidentally in the last days before Congress adjourned, a House Judiciary subcommittee had reported favorably to the full committee a bill (HR 5473) which would have placed juke boxes under the Copyright Law.

In its report, the subcommittee approved an amendment to the Copyright Law which would provide that reproduction of musical compositions by coin-operated machines would be considered "a public performance for profit," whether or not admission is charged. The amendment would also provide for royalty payments to the copyright owner.

A minority report held that the solution recommended by the majority was not the correct one, since it provided no protection for the "small businessman owning one machine."

SWITCH on watch-giving ceremony took place when Miller C. Robertson (l), upon leaving to become president-general manager of KEPO El Paso, gave one to his ex-boss, Stanley E. Hubbard, president of KSTP-AM-FM-TV Minneapolis-St. Paul.

Glenn Promotes Wilcox

WARD M. WILCOX has been named vice president of Glenn Adv. Inc. to head the Dallas office of the firm which also has offices in Fort Worth and Los Angeles, Ray K. Glenn, president, has announced. Mr. Wilcox, with 15 years in southwestern advertising, has been with the agency since 1950.

LAST LAUGH

IS KTFI Promotion Claim

FLORENCE M. GARNER, manager, KTFI Twin Falls, Ida., built part of her station's convention coverage promotion on copy prepared by the Bureau of Advertising of the American Newspaper Publishers Assn. to promote newspapers!

The ANPA copy said, "Newspapers are first with the most news . . . the most people . . . the most advertisers!" KTFI based a series of spot announcements on the newspaper ad, inserting the word "radio" where the word "newspapers" appeared in the printed media promotion.

Said Mrs. Gardner, ". . . the Bureau of Advertising really furnished some beautiful radio copy."

More Magazine Ads

MAGAZINE advertising hit an all-time high for the first six months of 1952. Total was $278,951,780, up 10.8% over the $251,789,367 gross for the first half of 1951, according to Magazines Advertising Bureau, which noted pages of advertising in magazines had increased 3.7%. Sunday supplement advertising, MAB reported, was down 8.2% for the six-month period in comparison to a year ago, both in dollars and pages.

AUTO SURVEY

KXLW Cites New Figures

OVER 75% of all automobiles in the St. Louis market are radio-equipped, with an average sets-in-use figure of 33.1 during daytime hours, according to early figures compiled by Edward G. Doody & Co., independent media research firm.

The study was undertaken at the request of KXLW St. Louis, independent outlet specializing in "block programming." Statistics from the report, to be completed soon, will be used by KXLW this fall as part of its selling campaign designed to give timebuyers a more accurate picture of this bonus audience, according to Lee Ware, KXLW station director.

KXLW said this is the second such automobile survey in the country to be handled by an outside organization. The Doody firm conducted a survey for Transit Radio Inc. during early stages of the dispute in Washington.

Detroit Ad Club

HIL F. BEST, general chairman of the Detroit Adcraft Club, has invited all radio people who are in that area Aug. 26 to be guests of the club. Occasion is the Adcrafest, to be held at the Tam O'Shanter Golf Club. Event is one of the largest in midwest advertising circles each year, Mr. Best said.

WDUZ
ABC NETWORK
GREEN BAY, WIS.

BUTTERNUT COFFEE (BUCHANAN - THOMAS) NEWS SIX MORNINGS A WEEK WILL SOON START SIXTH YEAR.

BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers
TAKE NOTE
Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
570 KC
WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives

FLANAGAN TELLS

National Spot Basics

BASICS of national spot radio, the theme of the presentation of the National Assn. of Radio & Television Station Representatives, were outlined by Thomas F. Flanagan, the group's managing director, before 130 Chicago agency and client representatives last week.

Mr. Flanagan spoke Wednesday before 100 agency persons and Thursday before 30 national advertisers at luncheons given by the Chicago council of NARTSR.

Introduced by Gale Blocki, chairman of the Chicago council and vice president of John Blair & Co., Mr. Flanagan outlined the consistent growth and flexibility of national spot radio, its cost and program contrasts with network and its favorable comparison with newpapers.

Discussing measurement, he cited a need for research on listening habits of children and teenagers, on automobile owners and of people in public places, such as garages, barber shops and railway stations. He noted that 23.5 million cars are equipped with radio, and also quoted RTMA figures on sale of radio sets. He said 180,000 currently are sold weekly, for a projected 1952 total of nine million, of which two to three million are replacements.

'CIRCLE' READERS

100% Own Radio, 27% TV

PROOF that radio is everywhere was found by *Family Circle* magazine in the results of a survey reported last week.

Asked about their radio-TV ownership as part of a survey on cereal-eating habits and brand preferences, the 494 *Family* readers who responded to the questionnaire indicated that 27% owned both radio and television sets while an additional 73% "own just radio," making radio a total of 100%.

By comparison, the number who said they had read *Family Circle* for one or more of five preceding months ranged from 71% to 79%. The number who said they own TV but not radio sets was placed at less than 1%. The survey, one of a continuing series by *Family Circle* was initiated last November with questionnaires sent to 2,000 readers of the magazine.

CBS Signs Drake

SIGNING of Galen Drake to a long-term contract was announced last week by J. Kelly Smith, administrative vice president, CBS Radio. Agreement gives CBS first call on Mr. Drake's services on both local and network radio and encompasses any television activities in the future.

The Missing Link

(Continued from page 26)

household) population of the Louisville Trading Area, we found that there are now more than *one-eighth of a million families available to auto-radio in this area!*

(3) The Average Auto-Radio Family Includes 2.43 Adults and 1.48 Children.

On the average, auto-owning families tend to be slightly larger than pedestrian families. The 415 auto-radio families in the cross-section have a combined total of 977 adults (433 men, 564 women) and 349 children, 18 years and younger. (See Table I, this page.)

(4) The Average Auto-Radio Family Uses Its Car(s) for Some 32.5 Separate Trips Per Week.

We were able to bring out some of the more thought-provoking and interesting aspects of the data with the following question-series, asked of respondents in auto-radio households:

In terms of what happened YESTERDAY, how many times was the family auto(s) used for separate and different trips?

In the case of each of these trips, about HOW LONG (in hours and minutes) did the particular trip take?

About HOW LONG (in hours and minutes) was the car-radio in use during the particular trip?

How many people . . . men, women and children (to 5y, 5-9y, 10-14y, 15-18y) . . . were riding in the car during that trip?

The sampling schedule was arranged to insure that equal representation was given each of the days of the week. In the case of any individual respondent, of course, "yesterday" referred to a single specific day.

When we analyzed the results, we found that approximately *22% of the time a radio-equipped car is in use, the auto-radio is tuned-in.*

The overall averages, for radio-equipped cars, were:

Time spent (including parking) per trip	**57.4 minutes**
Auto-radio tune-in time, per trip	**12.6 minutes**
Average number of riders per trip	**1.71 riders**
Adult	**0.81**
Adult women	**0.52**
Chil. (to 5 yrs.)	**0.14**
Chil. (5-9 yrs.)	**0.08**
Chil. (10-14 yrs.)	**0.10**
Chil. (15-18 yrs.)	**0.06**

A more-specific day-by-day breakdown of the data is presented in Table II (this page).

When we analyzed the results in terms of City/Town/Farm distributions, we found a number of rather interesting differences:

Average time (in minutes), per trip, spent listening to auto-radio.

	City families	Town families	Farm families
Weekdays	**9.9 min**	**16.4 min**	**22.7 min**
Saturdays	**4.4 min**	**4.2 min**	**10.1 min**
Sundays	**10.5 min**	**10.4 min**	**8.1 min**

By and large, Farm families tend to make *fewer* trips than do *City* or *Town* families, but they seem to do quite a bit more listening to car-radio during the course of these trips.

Average number of separate trips, per day, made by members of auto-radio households.

	City families	Town families	Farm families
Weekdays	**5.1 trps.**	**3.7 trps.**	**3.5 trps.**
Saturdays	**6.8 trps.**	**4.9 trps.**	**5.1 trps.**
Sundays	**6.2 trps.**	**5.3 trps.**	**2.5 trps.**
During the course of 7-day wk.	**38.5 trps.**	**28.7 trps.**	**25.1 trps.**

When these statistics are projected to the Louisville Trading Area population (315,000 households) represented by the cross-section, we can make this estimate:

During a typical 7-day-week cycle in March, approximately *137,000 family-owned, radio-equipped, cars and trucks* made about *4,117,750 separate trips.* Approximately, *5,476,500 adults rode,* for a combined *total of about 864,700 auto-radio tune-in hours.* Or, put another way, about *1,150,000 adult man-hours of auto-radio listening* take place in this market in a typical week.

The situation of our radio listening and multiple set use resolves itself into this question: Are radio stations going to limit their philanthropy to courtesy announcements, or are they going to dispose of one-ninth of their total audience via invalid and inadequate rating and measurement methods?

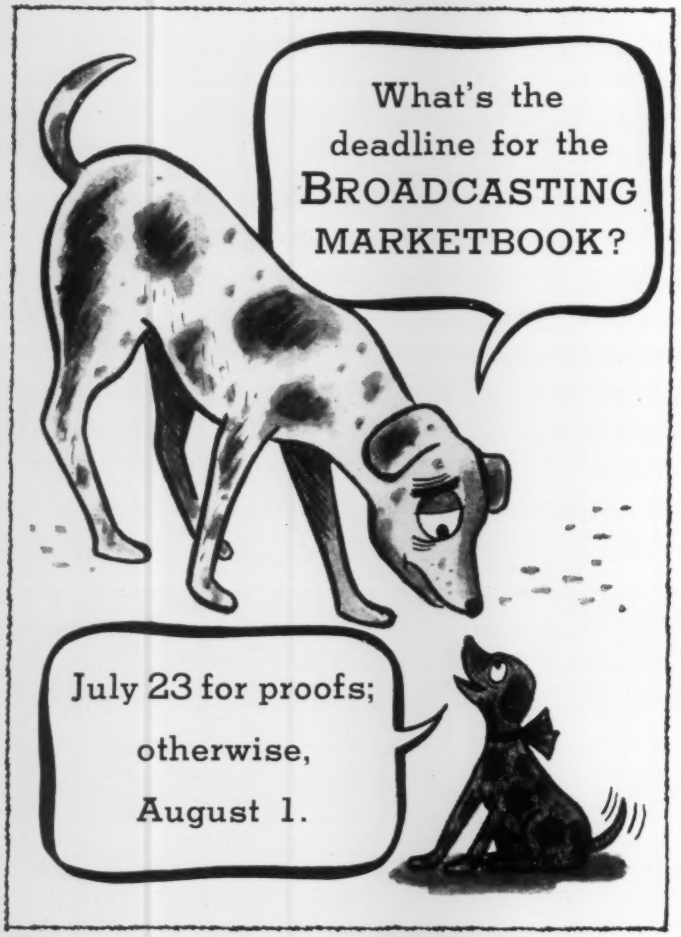


TABLE I

PER-FAMILY AVERAGES

	Families with radio-equipped autos (trucks)	Families with cars, but without auto-radio	Families without automobiles
Men	1.07	1.09	1.00
Women	1.36	1.43	1.39
Children (to 5 years)	0.64	0.60	0.44
Children (5-9 years)	0.30	0.43	0.38
Children (10-14 years)	0.33	0.39	0.25
Children (15-18 years)	0.21	0.22	0.10
	3.91	4.16	3.56

TABLE II

When "yesterday" was a . . .	Number of car-radio families reporting	Average number of trips per family	Average time spent in a single trip	Average car-radio tune-in per trip	Average number of riders, per car per trip					
							CHILDREN			
					Men	Women	To 5	5-9	10-14	15-18
Sunday	90	5.2 trips	59.2 min.	10.0 min.	0.96	0.54	0.12	0.08	0.16	0.10
Monday	51	3.8 trips	53.7 min.	15.1 min.	0.82	0.51	0.10	0.09	0.10	0.04
Tuesday	56	5.0 trips	51.1 min.	14.0 min.	0.77	0.49	0.12	0.04	0.07	0.01
Wednesday	59	4.8 trips	52.3 min.	14.7 min.	0.75	0.54	0.15	0.05	0.09	0.01
Thursday	67	3.1 trips	54.6 min.	15.3 min.	0.83	0.52	0.14	0.05	0.05	0.05
Friday	60	4.8 trips	49.3 min.	13.9 min.	0.78	0.54	0.15	0.12	0.09	0.09
Saturday	27	5.8 trips	81.5 min.	5.4 min.	0.76	0.52	0.21	0.13	0.14	0.09

XUM

JULY 21, 1952

TELECASTING

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Page 86

Report on TV Film Sales, Production
Page 88

in our 7th year

another FIRST for WOR-TV

all night television -live

FOR THE FIRST TIME IN THE U.S.!

It's another pace-setting innovation, right on the heels of "Broadway TV Theatre."

Saturday, July 19, all-night, live television had its world premiere in the world's richest market... continuing six nights every week.

With fully a third of all New York families—2,225,000 people—regularly listening to *radio* between 12 and 6 a.m....think what this pioneer *television* project will deliver. A new low in mass-sales costs, that's what!

WOR-tv CHANNEL 9 for NEW YORK

KTLA CHANNEL 5

THE BEST ADVERTISING BUY IN LOS ANGELES

Third Consecutive Year

Ina Ray HUTTON

All Girl Show

This solidly established, high rated, local-live program is now available for participating sponsorship in twenty minute segments. Commercial time per segment includes two minutes plus opening and closing billboards.

TUESDAY — 9:00 TO 10:00 P. M.

MAY, 1952

Hooper	15.1
ARB	15.0
Videodex	21.2

KTLA Paramount Television Productions Inc

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

TELECASTING

JULY 21, 1952

POST-THAW OPERATION

KFEL-TV Ready; Others Prepare

By LARRY CHRISTOPHER

HOW SOON will the 18 newly-granted television stations be on the air?

KFEL-TV Denver — thanks to RCA's "operation airlift" and FCC approval Friday of interim operation—was expected to put a test pattern on the air over the weekend and today is expected to commence program operation by carrying the dedicatory ceremonies of the Democratic National Convention in Chicago. Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee which regulates communications matters, is to participate.

The Commission, in special meeting Friday afternoon, authorized KFEL-TV to "operate commercially on an interim basis for a period of 60 days" on Channel 2 using a 500 w transmitter and special composite antenna.

But the majority of new grantees (see TV roundup, page 32), most facing UHF equipment delivery bottlenecks, are predicting it will be Christmas or New Year's before they can get into operation, although holding out that they can get a signal out in time for election coverage.

Among early hopefuls are KVOD-TV Denver; Empire Coil Co. at Denver and Portland, Ore.; KXLY-TV Spokane, Wash.; WSBA-TV York, Pa.; and Trans-American Television Corp., Flint, Mich.

Of note is the fact that all of the grantees are eager to get under way and putting forth every effort to begin operation as soon as possible. Several emphasized that of first importance is a quality signal rather than speed of initial operation. They feared the greatest harm that might occur to UHF would be to put forth too weak a signal at first by which UHF would be judged unfavorably.

Meanwhile, FCC's staff pressed further processing last week on applications for additional top priority cities in Groups A-2 and B-1, plus the territories and some non-commercial educational bids not subject to city priority, with a view toward Commission action this Wednesday or Thursday.

The pace of processing and Commission action can be expected to continue through the summer, according to FCC sources, but no one will estimate how many grants this could mean.

The Commission's television staff has been bolstered with additional engineers, attorneys and accountants from other divisions. Several new attorneys are to be acquired.

FCC last week announced it has granted seven more existing stations' requests to change frequency (see page 32) in accord with the final allocation plan of the Sixth Report and Order which specified that 30 stations must change channels [B•T, April 14]. A total of 14 channel changes has been approved so far.

Two experimental station authorizations were made by FCC last week. WSM-TV Nashville was granted a permit for a "booster" station on its own Channel 4 but to be located at Lawrenceburg, Tenn., with power of 5 w visual and 2.5 w aural. Antenna height may not exceed 100 ft. The booster may re-transmit WSM-TV's signal only between midnight and 7 a.m.

Sylvania Permit

Sylvania Electric Products Inc., Emporium, Pa., was given a permit to test a UHF "satellite" station on Channel 82, to re-transmit the signal of WJAC-TV Johnstown, Pa., or other stations subject to certain time and engineering conditions.

FCC at the same time removed certain conditions in the license of Sylvania's experimental TV outlet KG2XDU with respect to operator requirements and to permit transmission on UHF Channel 22 of the programs of WJAC-TV and such other stations as may be available. Visual call sign identification also was waived.

Protest of FCC's failure to grant an uncontested application in Allentown, Pa., was filed with the Commission last week by B. Bryan Musselman and associates, applicant for Channel 39 there. Allentown is No. 6 on priority list B-1.

Asking for immediate grant of its bid, the Musselman group pointed out the Commission on July 11 went through the first 13 cities in Group B-1, dismissing the competitive bid of Queen City Television Co. for Channel 39 at Allentown as defective. While applications in all other cities were either granted, set for hearing or dismissed, no action was taken on the Musselman bid even though it was in proper order, the petition contended. Queen City Television refiled for Channel 39 last Monday.

Philco Corp., in behalf of WPTZ (TV) Philadelphia, last week asked FCC to designate for hearing the new TV bid of WIP Philadelphia for Channel 29 there because the proposed TV tower of WIP would be located within 350 ft. of the WPTZ tower and adversely deflect the signal of the existing station.

Philco also seeks modification of Sec. 3.685 of the Commission rules to preclude the construction of new antennas near existing towers when service would be deteriorated.

New applications continued to arrive at the Commission during the week, pushing the total of new and amended requests since April 14 to more than 600. Grand total of new station construction expenditures, for 611 applicants reporting, now stands at nearly $227 million. This is a per-station average of $371,000.

Estimated operating costs for the first year for 603 stations reporting now total $172.5 million, or a per-station average of $286,000, and total estimated revenue for 575 stations reporting is $178.4 million, a per-station average of $310,000.

KFEL's effort to be the first on the air in Denver and the first post-thaw TV grantee to commence operation was disclosed last week by Frank L. Bishop, assistant general manager. Using equipment on loan from RCA for initial operation, KFEL-TV proposes five distinct stages of construction to complete the Channel 2 facility.

GRANTING of the three construction permits for TV stations in Denver [B•T, July 14] set in motion an RCA Victor industrial airlift. Thousands of pounds of equipment were flown into the Colorado capital, 48 hours after the channel grant. Above, a cargo of the TV equipment is being unloaded.

Full effective radiated power authorized is 56 kw visual and 28.5 kw aural with antenna height above average terrain of 780 ft.

By the end of the week, working with RCA specialists, KFEL-TV was ready to put a test pattern on the air immediately upon receipt of the STA from FCC. A 500-w transmitter, loaned by RCA, has been installed at the KFEL-TV transmitter site on Lookout Mt., 2,200 ft. above downtown Denver. Using a 25-ft composite dipole antenna, the station will be able to direct ERP of 1.68 kw visual toward Denver.

In two or three weeks, Mr. Bishop related, KFEL-TV will use a 500 w transmitter and an RCA three-section superturnstile antenna mounted on a couple of FM pylons. ERP will remain the same, but be omnidirectional, Everett Dillard, consulting engineer for KFEL-TV explained.

Next, addition of a 2 kw RCA amplifier, Mr. Bishop reported, will boost ERP to about 6 kw. This stage (three) should be ready to commence operation by late August, he estimated.

Stage four (possibly September or October) will be the addition of KFEL-TV's permanent six-section superturnstile antenna on a 100-ft. tower. ERP will then increase to about 11.3 kw.

The final stage, with operation expected to commence about the first of the year, will be completion of the installation of the RCA 10 kw transmitter, the regular unit ordered by KFEL-TV.

The station's transmitter building was completed on the Lookout Mt. site last fall. The KFEL-TV studios have been used for closed circuit workshop operation at 546 Lincoln St., Denver, since March.

Colorado Television Corp., grantee for VHF Channel 9 at Denver and under common ownership with KVOD there, expects to commence interim operation sometime this fall, according to Treasurer T. C. Ekrem, KVOD sales manager and co-chief engineer.

The station was authorized effective radiated power of 240 kw

(Continued on page 70)

Post-Thaw Operation Preparations

(Continued from page 69)

visual and 120 kw aural with antenna height above average terrain of 780 ft.

The station plans to borrow a low-power transmitter from RCA until its regular full power unit can be delivered.

The transmitter building will be constructed in about 35 days at the site on Lookout Mt., 2,500 ft. above downtown Denver, Mr. Ekrem stated, and the tower will be erected in about eight weeks. Interim operation from the transmitter is scheduled initially, until TV studios in Denver can be completed. No estimate on the studios has been made.

Network affiliation with ABC is contemplated, Mr. Ekrem said.

Both the Portland, Ore., and Denver UHF stations granted to Empire Coil Co. are slated to be in operation by Christmas, with hopes for commencement in time to cover the elections, according to President Herbert Mayer. Another possible kick-off date is December 17, anniversary of Empire Coil's WXEL (TV) Cleveland.

The Denver grant is for Channel 26 with effective radiated power of 105 kw visual and 52 kw aural. Antenna height above average terrain is 1,040 ft.

The Portland grant is for Channel 27 with effective radiated power of 91 kw visual and 46 kw aural. Antenna height above average terrain is 1,300 ft.

RCA is rushing equipment to both cities by air express and RCA technicians have been sent to both cities to aid construction.

Mr. Mayer said towers are to be shipped to both Denver and Portland in 30 days and they will take another 30 days to erect after their arrival. Transmitter deliveries are expected in October, he said.

Staffs for the two stations are to be trained at WXEL and certain WXEL personnel may be used as nucleus for each of the new operations, it was indicated.

Both the outlets will cost nearly $350,000, FCC was informed.

KXLY-TV Spokane, Wash., owned 47.6% by Bing Crosby and 50% by KXLY there, expects to be on the air with full power before Christmas, according to E. B. Craney, 49.6% owner and president-general manager of KXLY. If it is possible, however, KXLY-TV may undertake interim operation with lower power to present election coverage in early November, he indicated.

KXLY-TV was granted VHF Channel 4 with effective radiated power of 100 kw visual and 55 kw aural. Antenna height above average terrain is 840 ft.

Equipment Problem

Mr. Craney indicated the biggest problem is obtaining the transmitter and certain other equipment. He said a 5-kw transmitter could be obtained in 60 days "but this is not what we planned for," since a higher power unit is needed to obtain 100-kw ERP.

The transmitter and tower site at 41st and Regal Sts. is ready for construction, he indicated, and the 712-ft. tower should be erected before November. It will take about 60 days to construct the new transmitter building.

Television studios will be in KXLY's present building, 315 West Sprague St.

KXLY-TV expects to be a CBS affiliate. KXLY is a CBS outlet.

Complete staff separate from KXLY will be used to operate the TV station, although key personnel are being shifted from the radio operation. KXLY-TV manager is to be Byran Woolston, now commercial manager of KXLY. Lyle Butters, KXLY merchandising manager, is to be commercial manager of the TV station, while Gene Roth, member of the radio station's program staff, is to be program director of KXLY-TV. Robert L. Warrington, KXLY staff member, is to be technical director of KXLY-TV and George Jaap, KXLY production man, is to be public relations and promotion manager of the TV outlet.

KHQ Inc., licensee of KHQ Spokane, Wash., VHF Channel 6 grantee, doesn't expect to be on the air until January or February, according to Richard O. Dunning, president and general manager of the *Spokane Daily Chronicle* outlet. No interim operation is planned. KHQ-TV was authorized effective radiated power of 100 kw visual and 55 kw aural with antenna height above average terrain of 840 ft.

Mr. Dunning said the GE transmitter and RCA studio equipment are expected to be delivered in about a month, but the "major problem" will be to add additional top guys to the KHQ's present tower to accommodate the GE five-bay antenna. The guys will not be delivered for four or five months according to present delivery estimates, Mr. Dunning explained, but tower work cannot be done after November 1 because of weather.

New joint AM and TV studio and transmitter building is proposed, he explained, but it will take some 80 days to get plans on paper before construction can proceed. If concrete is poured before November, he indicated, the remaining building can continue through the winter.

Tight integration of AM and TV staff is planned at first, Mr. Dunning reported, with addition of a few operation and engineering people. TV and AM sales staffs will be separate from the start, however.

First of the year is the estimated commencement date for the new UHF Channel 43 station authorized at Bridgeport, Conn., to Southern Connecticut and Long Island Television Co., owned 69% by WICC Bridgeport. The station was granted effective radiated power of 81 kw visual and 46 kw aural with antenna height above average terrain of 700 ft.

According to Philip Merryman, president of both WICC and the grantee, the firm has had preliminary plans to get on the air with interim operation by election time but "we feel it is a mistake to use less than authorized power." Picture quality is the chief factor, he indicated, but noted "we could get a 1 kw UHF transmitter in a hurry."

Mr. Merryman said there is no estimate on equipment delivery date at this time but he has no worry respecting the TV tower. "We can get the tower soon," he said.

The WICC general manager said the TV firm hopes to build a joint transmitter-studio building at the TV transmitter site but special FCC approval will be needed respecting the studio location since it is outside the city limits.

The site is on Booth Hill, north of the city.

Manning Slater, WICC sales manager, will hold the same post for TV, Mr. Merryman said, while Wallace Dunlap, WICC program director, will hold that post in TV. Selection of a TV chief engineer is not settled.

First of the year is also expected commencement date for new TV station authorized on UHF Channel 30 at New Britain, Conn., to New Britain Broadcasting Co., licensee of WKNB there. Effective radiated power granted is 180 kw visual and 90 kw aural with antenna height above average terrain of 920 ft.

According to Peter Kenney, WKNB general manager, it was hoped earlier to have the station on the air by Christmas but after checking RCA last week the date may be later, depending on how soon RCA can deliver a 1-kw transmitter. This unit, driver for the eventual full power transmitter, with a high gain antenna will be used to provide an interim operation of about 20 kw ERP, Mr. Kenney said. Full power is a year away, he estimated.

Construction on the transmitter site northeast of the city is already under way with completion of transmitter building estimated in October. Tower delivery is expected in 60 to 90 days.

Key posts for TV are to be named next month, Mr. Kenney reported, with the remaining staff assigned about the time WKNB-TV is to commence operation. WKNB executives will also func-

(Continued on page 101)

PRIVACY RIGHT

Court Renders Decision

UNSANCTIONED use of a person's name or picture on a TV program immediately before or after a commercial does not violate his civil rights to privacy, the Court of Appeals in Albany, N. Y., ruled last week.

The court ruling upheld a decision by a lower court in an action brought by Arsene Gautier against Pro Football Inc., ABC, Liggett & Myers Tobacco Co., and the Newell-Emmett Co.

In his complaint Mr. Gautier said he performed between the halves of a professional football game in Griffith Stadium in Washington, on Dec. 4, 1948. The performance, he stated, was telecast to New York by ABC. Mr. Gautier pointed out in his complaint that he had a standard form contract through the American Guild of Variety Artists with Pro Football Inc., owner of the Washington Redskins, and the contract provided for his consent and that of the guild before his act could be telecast.

The court ruling mentioned that "it does not appear that such consent was ever sought or obtained, prior to televising" the performance. It added that unless the plaintiff's name or picture "were in some way connected with the commercial, the mere fact of sponsorship of the telecast would not, in our opinion, suffice to violate the civil rights law which permits persons to receive damages for unsanctioned use of a person's name or picture for advertising purposes."

TV SETS DROP

From U. S. 1951 Shipments

SET manufacturers shipped 1,799,977 television receivers to dealers in the first five months of 1952, compared to 2,310,646 shipped in the same 1951 period, according to Radio-Television Mfrs. Assn. May shipments were estimated at 235,461 sets compared to 287,004 in April.

Estimated shipments to dealers by states for the first five months follow:

Alabama	22,438
Arizona	4,919
Arkansas	5,455
California	177,105
Colorado	961
Connecticut	42,835
Delaware	6,745
District of Columbia	16,916
Florida	28,755
Georgia	38,777
Idaho	32
Illinois	101,710
Indiana	71,520
Iowa	32,670
Kansas	11,751
Kentucky	25,393
Louisiana	17,921
Maine	2,789
Maryland	30,668
Massachusetts	77,560
Michigan	76,699
Minnesota	25,181
Mississippi	5,044
Missouri	47,806
Montana	17
Nebraska	15,224
Nevada	6
New Hampshire	7,151
New Jersey	71,859
New Mexico	2,379
New York	220,697
North Carolina	38,184
North Dakota	36
Ohio	145,667
Oklahoma	28,263
Oregon	118
Pennsylvania	161,912
Rhode Island	12,536
South Carolina	8,732
South Dakota	239
Tennessee	25,604
Texas	73,466
Utah	9,986
Vermont	1,904
Virginia	32,962
Washington	23,041
West Virginia	19,809
Wisconsin	28,470
Wyoming	65

Here's Your WMAR-TV DEMOCRATIC CONVENTION BALLOT

OHIO · MARYLAND · VIRGINIA · DELAWARE

SAVE THIS PAGE

Keep Your Own Count!

FOLLOW THE DEMOCRATIC NATIONAL CONVENTION AS CARRIED ON CHANNEL 2

TIME AND PLACE: International Amphitheater in Chicago; starting July 21, 12:30 P.M.

NOMINATION: The states and territories vote in alphabetical order. During the first roll call each delegation nominates a candidate, passes, yields to another state or seconds an earlier nomination.

BALLOTING: In the balloting, the chairman of each delegation announces the votes of the delegates from his state. You'll find the total number from each state and territory listed in the scorecard to the right.

DELEGATES: There are 1230 votes, in all, at the Democratic National Convention; 616 needed to nominate the Democratic candidate for the National election. Balloting will continue until some candidate achieves at least this total.

It's Convention Time again on Channel 2. Clip out the scorecard and watch the Democratic National Convention of 1952.

WMAR-TV CHANNEL 2	1ST BALLOT	BALLOT	BALLOT	BALLOT
ALA. 22				
ARIZ. 12				
ARK. 22				
CALIF. 68				
COLO. 16				
CONN. 16				
DEL. 6				
FLA. 24				
GA. 28				
IDA. 12				
ILL. 60				
IND. 26				
IOWA 24				
KANS. 16				
KY. 26				
LA. 20				
ME. 10				
MD. 18				
MASS. 36				
MICH. 40				
MINN. 26				
MISS. 18				
MO. 34				
MONT. 12				
NEBR. 12				
NEV. 10				
N.H. 8				
N.J. 32				
N.M. 12				
N.Y. 94				
N.C. 32				
N.D. 8				
OHIO 54				
OKLA. 24				
ORE. 12				
PA. 70				
R.I. 12				
S.C. 16				
S.D. 8				
TENN. 28				
TEX. 52				
UTAH 12				
VT. 6				
VA. 28				
WASH. 22				
W.VA. 20				
WISC. 28				
WYO. 10				
ALASKA 6				
D.C. & C.Z. 8				
HAWAII 6				
P.R. & V.I. 8				
TOTAL 1230				

★ 616 VOTES NEEDED TO NOMINATE ★

SAVE THIS PAGE

CBS

SEE IT ON CHANNEL 2

COMPLETE WMAR-TV SCHEDULE FOR CONVENTION

Below is the complete schedule for the current week on WMAR-TV. Convention coverage is in blackface type. Additional features and last minute corrections will be announced as received and reported during all Sunpapers Television News Programs.

Sunday, July 20

11:45 News and Concert Music
12:00 In The Park
12:30 Film Theatre of the Air. 'You Only Live Once.' Henry Fonda, Sylvia Sidney
2:00 Baseball: Orioles vs. Springfield
4:30 Hollywood Spotlight Review
5:00 Long Unto My Feet
5:30 The Eternal Lamp
5:55 News Bulletins
6:00 Democratic Convention Preview
6:30 It's News To Me. John Daly
7:00 The Gene Autry Show
7:30 Your Lucky Clue. Basil Rathbone
8:00 Toast of the Town. Ed Sullivan
9:00 Information Please. Clifton Fadiman
9:30 Break The Bank. Bert Parks
10:00 Celebrity Time. Conrad Nagel
10:30 The Big Question
10:45 Hollywood Spotlight Revue
11:00 Sunday News Special. Don Hollenbeck
11:15 Sunpapers Television News. Week In Review
11:30 The World TODAY In Wirephotos

Monday, July 21

9:45 News and Concert Music
10:00 Morning News. Dorothy Doan
10:30 Arthur Godfrey Time
10:45 The Al Pearce Show
11:15 Bride and Groom
11:30 Strike It Rich. Warren Hull
12:00 The Egg and I
12:15 Love of Life
12:30 Democratic National Convention: Opening Session Addresses by Mayor Kennealiy, Gov. Stevenson, Sen. Douglas, Col. J. Arvey.
2:00 Hi, Maryland!
2:05 The Garry Moore Show
2:30 The Guiding Light
3:45 Convention Roundup
3:00 Mike and Buff
3:30 Summer School
4:00 Western Trails
5:00 The Bailey Goss Show
6:00 Boots and Saddles
6:55 Hi, Maryland!
7:00 Sunpapers Television News
7:15 Your Family Doctor
7:30 Douglas Edwards and the News
7:45 The Eddy Arnold Show
8:30 Arthur Godfrey's Talent Scouts
9:00 Democratic National Convention: Keynote Speech by Gov. Devers. Address by Frank McKinney.
11:30 Sunpapers Television News

Tuesday, July 22

9:45 News and Concert Music
10:00 Arthur Godfrey Time
10:15 Morning News. Dorothy Doan
10:30 Arthur Godfrey Time
10:45 The Al Pearce Show
11:15 Bride and Groom
11:30 Strike It Rich. Warren Hull
12:00 The Egg and I
12:15 Love of Life
12:30 Democratic National Convention. Speakers: Sam Rayburn, Mrs. F.D.R., Pearl Mesta, Georgia Clark.
2:30 Hi, Maryland!
2:55 The Guiding Light
3:45 Convention Roundup
3:45 Homemakers Roundup
3:15 Mike and Buff
3:30 The Her Farms Show
4:00 Western Trails
5:00 The Bailey Goss Show
6:00 The Adventures of Ki Carson
6:30 Six Bells Comdr. Wm. B. Matthews
6:55 Hi, Maryland!
7:00 Sunpapers Television News
7:15 WMAR TV Presents
7:30 Douglas Edwards and the News
7:45 Music Hall. Patti Page
8:00 Film Feature
9:00 Democratic National Convention
11:30 Power Tool Demonstration
11:35 Faith For Today
12:05 Sunpapers Television News

Wednesday, July 23

9:45 News and Concert Music
10:00 Morning News. Dorothy Doan
10:30 Arthur Godfrey Time
10:45 The Al Pearce Show
11:15 Bride and Groom
11:30 Strike It Rich. Warren Hull
12:00 The Egg and I
12:15 Love of Life
12:30 Democratic National Convention
5:00 The Bailey Goss Show
6:00 Boots and Saddles
6:55 Hi, Maryland!
7:00 Sunpapers Television News
7:30 Douglas Edwards and the News
7:45 The Eddy Arnold Show
8:00 Arthur Godfrey and his Friends
9:00 Democratic National Convention
11:30 Hollywood Hits
12:45 Sunpapers Television News

Thursday, July 24

9:45 News and Concert Music
10:00 Arthur Godfrey Time
10:15 Morning News. Dorothy Doan
10:30 Arthur Godfrey Time
10:45 The Al Pearce Show
11:15 Bride and Groom
11:30 Strike It Rich. Warren Hull
12:00 The Egg and I
12:15 Love of Life
12:30 Democratic National Convention
5:00 Bailey Goss Show
6:00 Boots and Saddles
6:55 Hi, Maryland!
7:00 Sunpapers Television News
7:15 Operation Survival
7:30 Douglas Edwards and the News
7:45 Music Hall. Patti Page
8:00 The Al Pearce Show
8:30 Ames 'n Andy
9:00 Democratic National Convention
12:00 Sunpapers Television News

Friday, July 25

9:45 News and Concert Music
10:00 Morning News. Dorothy Doan
10:30 The Al Pearce Show
11:00 Bride and Groom
11:30 Strike It Rich. Warren Hull
12:00 The Egg and I
12:15 Love of Life
12:30 Search For Tomorrow
12:45 First Edition Sunpapers Television News
12:55 Hi, Maryland!
1:00 The Woman's Angle. Ann Mar
1:30 The Garry Moore Show
2:30 The Guiding Light
2:45 Mike and Buff
3:00 Block Party. George Rogers
3:30 Summer School
4:00 Western Trails
5:00 The Bailey Goss Show
6:00 Boots and Saddles
6:55 Hi, Maryland!
7:00 Sunpapers Television News
7:15 The Feminine Angle. Ilka Chase
7:30 Douglas Edwards and the News
7:45 The Eddy Arnold Show
8:00 The Arthur Murray Party
8:30 Pantomime Quiz
9:00 Fleishhaue of Stars
9:30 Footlights Theatre
10:00 Police Story
10:30 Harness Racing from Baltimore Raceway
11:30 Religious Films
11:45 The Pastor's Study
12:15 Sunpapers Television News
12:30 TV Tune O Graf

Saturday, July 26

9:45 News and Concert Music
10:00 Boots and Saddles
11:00 Space Patrol
11:30 Smilin Ed's Gang
12:00 Big Top Live Circus
1:00 The Celebrians
2:00 WMAR TV Presents
2:30 Sunpapers Television News
2:45 Saturday Matinee
4:00 The Bailey Goss Show
4:15 Brain Busters Quiz
6:00 The Big Picture
6:30 The Sammy Kaye Show
7:00 National Amateur Time. Bailey Goss WINNER'S NIGHT!
7:30 Beat The Clock. Bud Collyer
8:00 Summer Cinema
9:00 Summer Cinema
10:00 Roller Derby
10:30 Gunther Premium Playhouse. 'Twin Beds' Joan Bennett, George Brent, Mischa Auer
12:00 'It's Great To Be Alive'
12:05 Sunpapers Television News
12:20 TV Tune O Graf

* OTHER CONVENTION SPEAKERS: Congressman Dawson, Richard Nelson, India Edwards, Eugenia Anderson

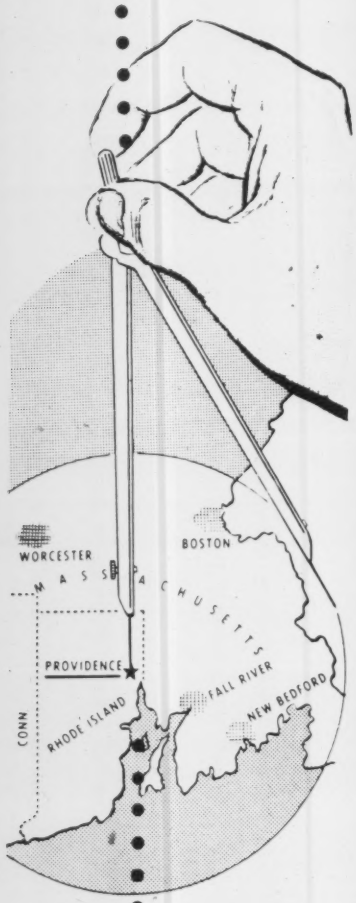
SUNPAPERS TELEVISION ★ BALTIMORE, MD.

WMAR-TV

CHANNEL 2

"Your Convention Channel"

PINPOINT YOUR PERSISTENT SALESMAN



SELLING PROSPEROUS SOUTHERN NEW ENGLAND with UNDUPLICATED COVERAGE in 220,000 HOMES!

WJAR-TV
Providence

Represented Nationally by
Weed Television

In New England — Bertha Bannan

Television Grants and Applications

(Continued from page 38)

Jr., president of WCOA Penascola, WTMC Ocala and WDLP Panama City, Fla.

ORLANDO, Fla.—WORZ Inc. (WORZ), VHF Ch. 9 (186-192 mc); ERP 8.8 kw visual, 4.4 kw aural; antenna height above average terrain 336 ft., above ground 354 ft. Estimated construction cost $168,469, first year operating cost $92,500, revenue not estimated. Post Office address: 740 N. Orange Ave., Orlando, Fla. Studio and transmitter location: on Orlavista Road, about 3 mi. West of business section of Orlando. Geographic coordinates: 23° 22' 53" N. Lat., 81° 25' 37" W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Naomi T. Murrell** (56%), Vice President **Eugene D. Hill** (22%) (held jointly with **Joaquin M. Hill**), and Secretary-Treasurer **William O. Murrell Jr.** (22%).

† **IDAHO FALLS, Idaho—Idaho Radio Corp. (KID),** VHF Ch. 3 (60-66 mc); ERP 6.2 kw visual, 3.1 kw aural; antenna height above average terrain 256 ft., above ground 387 ft. Estimated construction cost $120,000, first year operating cost $50,000, revenue $50,000. Post Office address: P. O. Box 701, Idaho Falls, Idaho. Studio location to be determined. Transmitter location: 1¾ mi. SE of Idaho Falls on North Side of Ammon Road. Geographic coordinates 43° 29' 01" N. Lat., 112° 00' 33" W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden & Cragun, Washington. Consulting Engineer Vandivere, Cohen & Wearn, Washington. Principals include President **A. W. Schweider** (7.3%) and Vice President **Guv A. Poulsen** (6.7%). **KSL-AM-FM-TV Salt Lake City, Utah,** owns 25.9% of applicant, and **Zions Securities Corp.** (business rentals), Salt Lake City, owns 17.4%. Ten remaining stockholders have less than 5% interest each.

PEORIA, Ill.—Hilltop Bcstg. Co. (WWXL), UHF Ch. 19 (500-506 mc); ERP 90.8 kw visual, 51.5 kw aural; antenna height above average terrain 275 ft., above ground 240 ft. Estimated construction cost $157,437, first year operating cost $155,000, revenue $255,000. Post Office address % Hugh R. Norman, 324 Main St., Davenport, Iowa. Studio location to be determined. Transmitter location intersection of Stewart and Leonard Streets. Geographic coordinates 40° 39' 11" N. Lat., 89° 35' 16" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Hugh R. Norman,** president and majority stockholder of KSTT Davenport, Iowa, and **Walter F. Kean,** consulting radio engineer, Riverside, Ill.

PEORIA, Ill.—Hilltop Bcstg. Co. (WWXL), Ch. 19 (500-506 mc), ERP 93.5 kw visual, 53 kw aural; antenna height above average terrain 277 ft., above ground 414 ft. Studio and transmitter location Jefferson Hotel, 235 S. Jefferson Ave., corner of Jefferson Ave., and Liberty Avenues, Peoria. Geographical coordinates: 40° 41' 31" N. Lat., 89° 35' 37" W. Long. [Modification of application; see above.]

QUINCY, Ill.—Quincy Bcstg. Co. (WGEM), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above terrain 676 ft., above ground 574 ft. Estimated construction cost $372,150, first year operating cost $220,000, revenue $275,000. Post Office address: Hotel Quincy, 513 Hampshire St., Quincy. Studio location: Hotel Quincy. Transmitter location: on Columbus Highway, 0.7 mi. West of Franklin School, 4 mi. NE of center of Quincy. Geographic coordinates: 39° 57' 09" N. Lat., 91° 19' 50" W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **T. C. Oakley,** Vice President, Treasurer and Manager **Joseph S. Bonansinga** (5%), **Donald S. Gardiner** (8.5%), **Clarence H. Quest** (7%), and **Anita C. Lavery** (5%). Quincy Newspapers Inc. owns 70% of stock.

EVANSVILLE, Ind.—Premier Television Inc., UHF Ch. 62 (758-764 mc); ERP 90 kw visual, 45 kw aural; antenna height above average terrain 475 ft., above ground 494 ft. Estimated construction cost $241,230, first year operating cost $221,620, revenue $230,000. Post Office address 215 Sycamore St., Evansville, Ind. Studio location: 1011-1013 North Main St. Transmitter location: Green River Road and Lincoln Ave. Geographic coordinates: 37° 58' 10" N. Lat., 87° 29' 35" W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Martin R. Williams, Indianapolis, Ind. Principals include President **Jesse D. Fine,** vice president and ⅓ owner of Grand-Carlton Corp. (motion picture exhibition), Evansville; Vice President **Isadore J. Fine,** president and ⅓ owner of Grand-Carlton Corp. and 40% partner in law firm of Hatfield, Fine Hatfield & Spanenberger, Evansville; Treasurer **Oscar K. Fine,** secretary-treasurer and ⅓ owner of Grand-Carlton Corp.; Secretary **Eugene P. Fine,** 10% partner in law firm of Hatfield, Fine, Hatfield & Spanenberger, and **William Robert Wilson,** employe of NBC New York, who will be manager of Evansville TV station if application is granted. **Grand-Carlton Corp.** owns 90% of applicant.

† **HENDERSON, Ky.—Tel-A-Ray Enterprises Inc.,** UHF Ch. 50 (686-692 mc); ERP 23.2 kw visual, 11.6 kw aural; antenna height above average terrain 391 ft., above ground 342 ft. Estimated construction cost $163,500, first year operating cost $50,000, revenue $125,000. Post Office address: P. O. Box 332, Henderson, Ky. Studio and transmitter location: on Water St. between 3rd and 4th Sts. Geographic coordinates: 37° 50' 41" N. Lat., 87° 35' 25" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Jack Grimes** (17.8%), no other business interests; Vice President **Neff Cox Jr.** (13%); Secretary-Treasurer **James E. Hunt** (1.5%), Henderson attorney; **Victor E. Chamberlain** (17.8%); **R. A. Hughes** (9.6%), half owner of tobacco warehouse and insurance agent; **M. H. Kirby** (9.6%), president of First National Bank of Henderson; **George L. Moos** (9.6%), vice president and cashier of First National Bank of Henderson; **Samuel C. Lambert** (9.5%); **Prentice A. Melton** (9.5%), half owner of Melton & Springer Insurance Agency, Henderson; **John S. Palmore** (1.5%), Henderson attorney, and **Marianna Hund** (0.6%).

LEXINGTON, Ky.—Bluegrass Bcstg. Co. (WVLK), UHF Ch. 33 (584-590 mc.); ERP 192 kw visual, 96 kw aural; antenna height above average terrain 331 ft., above ground 349 ft. Estimated construction cost $246,500, first year operating cost $210,000, revenue $222,000. Post Office address: Phoenix Hotel, 120 East Main St., Lexington. Studio and transmitter location: Phoenix Hotel. Geographic coordinates: 38° 02' 45.7" N. Lat., 84° 29' 49.3" W. Long. Transmitter and antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Walter T. Sutton Jr., Lexington, Ky., and A. D. Ring & Co., Washington. Principals include President **G. D. Kincaid** (32.6%), Vice President **John E. Perkins** and Secretary-Treasurer **Frank G. Trimble Jr.**

MONROE, La.—Delta Television Inc., UHF Ch. 43 (644-650 mc); ERP 76.8 kw visual, 43.5 kw aural; antenna height above average terrain 319 ft., above ground 332 ft. Estimated construction cost $195,236, first year operating cost $135,000, revenue $135,000. Post Office address: 3708 De Siard St., Monroe, La. Studio and transmitter location: NE of railroad crossing on Forsythe Ave. Geographic coordinates: 32° 31' 59" N. Lat., 92° 06' 40" W. Long. Transmitter DuMont, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Howard E. Griffith** (49%), owner of Griffith Electric Co. (industrial radio communications), Monroe, La.; Vice President **J. O. Willet** (49%), owner of pipeline stringing and motor carrier company, Monroe, and Secretary-Treasurer **Maurice Glazer** (2%), certified public accountant, Monroe.

† **LEWISTON, Maine—The Lewiston-Auburn Bcstg. Corp. (WLAM),** VHF Ch. 8 (180-186 mc); ERP 11.4 kw visual, 5.7 kw aural; antenna height above average terrain 359 ft., above ground 337 ft. Estimated construction cost $159,387, first year operating cost $130,000, revenue $130,000. Post Office address 129 Lisbon St., Lewiston. Studio location 129 Lisbon St. Transmitter location West Auburn Road. Geographic coordinates 44° 09' 13" N. Lat., 70° 16' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Elden H. Shute Jr.** (2%), Treasurer **Frank S. Hoy** (67%), Clerk **Gladys Parker Hoy** (16%) and **Fred Parker Hoy** (9%).

LEWISTON, Maine—Twin City Bcstg. Co. (WCOU), VHF Ch. 8 (180-186 mc); ERP 11.5 kw visual, 5.7 kw aural; antenna height above average terrain 241 ft., above ground 240 ft. Estimated construction cost $204,141, first year operating cost $98,624, revenue $117,000. Post Office address 223 Lisbon St., Lewiston, Me. Studio and transmitter location on SE corner of Webber and Dimsdale Ave. Geographic coordinates 44° 05' 39" N. Lat., 70° 11' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel Thomas P. Littlepage Jr., Washington. Consulting engineer Russell P. May, Washington. Principals include President and Treasurer **Faust Couture** (70%), Clerk **Fernand Despins** (0.2%) and **(Mrs.) Nancy L. Couture** (0.2%).

† **PORTLAND, Maine — Community Bcstg. Service,** VHF Ch. 13 (210-216 mc); ERP 69 kw visual, 34.4 kw aural; antenna height above average terrain 239 ft., above ground 265 ft. Estimated construction cost $290,000, first year operating cost $170,850, revenue $180,000. Post Office address 57 State St., Bangor, Me. Studio location 465 Congress St. Transmitter location atop Bank of Commerce Bldg. Geographic coordinates 43° 39' 30" N. Lat., 70° 15' 48" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Walter L. Dickson, Bangor, Me. Principals include President **Horace A. Hildreth** (49.9%), president and 50% owner of WABI Bangor, Me., and General Manager **Murray Carpenter** (49.8%), president and 20% owner of WPOR Portland, Me., and treasurer and 50% owner of WABI Bangor.

† **PORTLAND, Maine—Oliver Bcstg. Corp. (WPOR),** VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 60.6 kw aural; antenna height above average terrain 440 ft., above ground 461 ft. Estimated construction cost $217,752, first year operating cost $275,000, revenue $315,000. Post Office address: 477 Congress St., Portland, Me. Studio and transmitter location: 477 Congress St. Geographic coordinates: 43° 39' 26" N. Lat., 70° 15' 38" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include Chairman **John M. Kimball** (4.5%), President **Harold H. Meyer,** Vice President **H. V. Blaxter Jr.** (1.5%), Treasurer **William H. Rea** (4.5%), Secretary **N. V. Coyle, Henry Oliver Rea** (32%), **Chester J. LaRoche** (16.6%), **William S. Newell** (10%) and **C. L. Landon** (10%).

BALTIMORE, Md.—The Baltimore Radio Show Inc. (WFBR), UHF Ch. 30 (566-572 mc); ERP 193 kw visual, 96.5 kw aural; antenna height above average terrain 503 ft., above ground 331 ft. Estimated construction cost $430,180, first year operating cost $313,268, revenue $250,000. Post Office address 10 East North Ave., Baltimore 2, Md. Studio location 10 East North Ave. Transmitter location on Edmondson Ave. Extension between Ingleside and Johnnycake Roads, 2.25 mi. West of Baltimore city limits. Geographic coordinates 39° 17' 22" N. Lat., 76° 43' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Kear & Kennedy, Washington. Voting Trustees **Robert S. Maslin Sr., J. Bartley Mettam Jr.** and **Frederick J. Singley Jr.** control 74.8% of stock; Vice President **Robert S. Maslin Jr.** controls 20.5% of stock. Vice President and General Manager is **John E. Surrick.**

CUMBERLAND, Md.—Maryland Radio Corp. (WTBO), UHF Ch. 17 (488-494 mc); ERP 21.8 kw visual, 10.9 kw aural; antenna height above average terrain 1,564 ft., above ground 200 ft. Estimated construction cost $240,508, first year operating cost $150,000, revenue $175,000. Post Office address 31 Frederick St., Cumberland. Studio and transmitter location Dan's Rock Mtn., 8.5 mi. SW of Cumberland. Geographic coordinates 39° 34' 52" N. Lat., 78° 53' 50" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vilah G. Brooks, Parkersburg, W. Va. Principals include President and Treasurer **Charles E. Smith** (10%),

(Continued on page 76)

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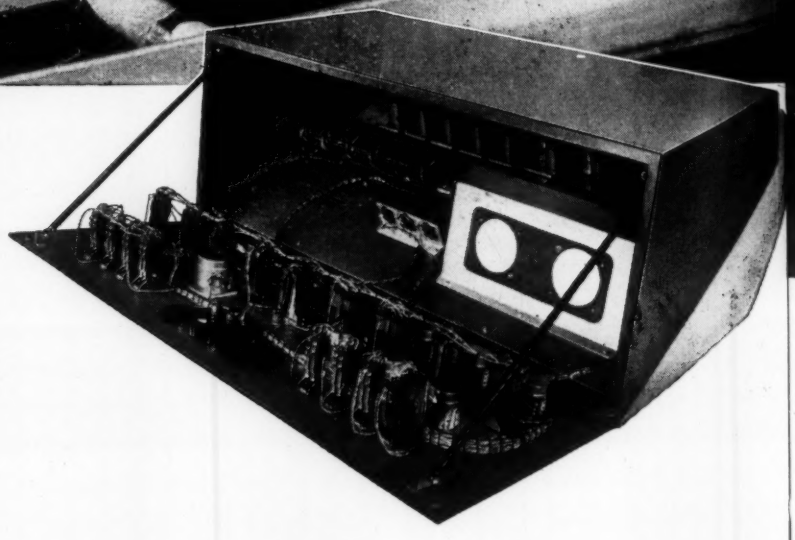

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Change amplifier in less than one minute! Even during a station break, operator can make replacement. This advantage is another General Electric *first!*

All specs in this Bulletin

The G-E broadcast specialist at our office near you will outline the full story on this new product. Meanwhile, write us for Bulletin X54-144A. *General Electric Company, Electronics Park, Syracuse, N. Y.*

FIRST ALL-PURPOSE CONSOLE FOR AM-FM-TV

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● **Wiring cost greatly reduced.** When you get the console it is ready to go on the air. All internal plugs and cables are pre-wired and assembled in the console at the factory. On delivery, the unit can be quickly plugged into previously wired desk connections, and you're ready for operation.

● **Plastic marking strips are transparent.** Insert paper strip markings as desired between plastic and panel.

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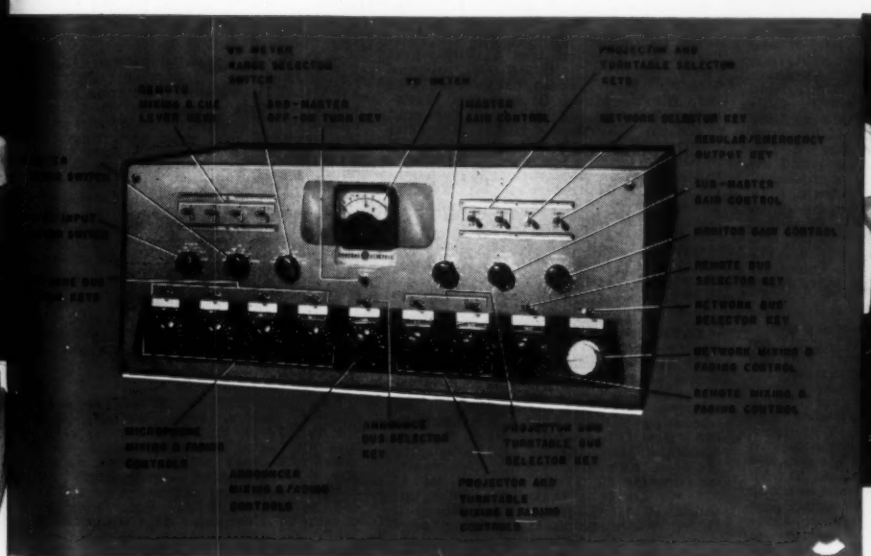
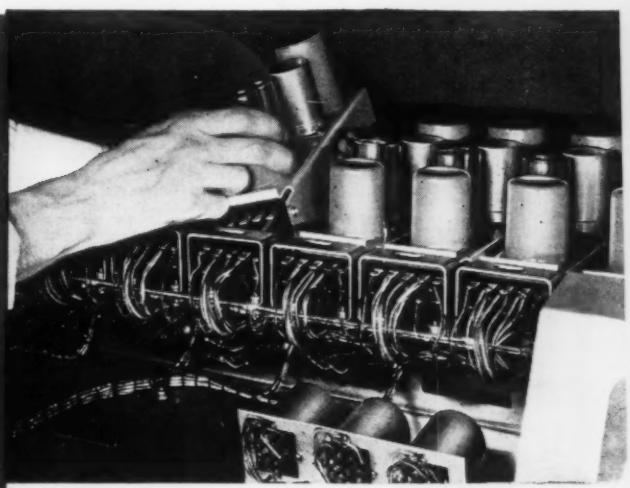
● **Automatic throw-over relay** wired for use with emergency power supply.





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WAVE-TV

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LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

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Television Grants and Applications

(Continued from page 72)

Vice President **George H. Clinton** (10%), general manager and vice president of WPAR Parkersburg, W. Va.; **Howard L. Chernoff** (16⅔), general manager of KFMB-AM-TV San Diego; **Frank A. Baer** (10%), president of Commercial Insurance Service Inc., Charleston, and **Ben K. Baer** (12½), junior partner with Charleston law firm of Campbell, McClintic, James & Wise.

CUMBERLAND, Md.—The Western Maryland Bcstg. Co. (WDYK), UHF Ch. 17 (488-494 mc); ERP 102 kw visual, 51 kw aural; antenna height above average terrain 1,502 ft., above ground 240 ft. Estimated construction cost $253,333, first year operating cost $200,000, revenue $240,000. Post Office address 450 Byrd Ave., Cumberland. Studio location 450 Byrd Ave. Transmitter location atop Dan's Rock Mtn., 8.5 mi. SW of Cumberland. Geographic coordinates 39° 34' 53" N. Lat., 78° 53' 54" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Richard Aubrey Reese** (85%), owner of WDYK and executive vice president of Greer Steel Co., Morgantown, W. Va.; Secretary **James Alfred Avirett** (3.5%), attorney in Cumberland, and 21 other stockholders, each with less than 1% interest.

+ **BOSTON, Mass.—Matheson Radio Co. (WHDH),** VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 548 ft. Estimated construction cost $514,763, first year operating cost $600,000, revenue $798,120. Post Office address 6 St. James St., Boston. Studio location: 6 St. James St. Transmitter location: John Hancock Life Insurance Co. Bldg., 180 Berkeley St. Geographic coordinates: 42° 20' 59" N. Lat., 71° 04' 25" W. Long. Transmitter GE, antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Robert B. Choate,** Treasurer **Roger P. Talmadge** and Clerk **Francis A. Wood. Fidelity Bcstg. Corp.** owns 100% interest in applicant.

+ **FALL RIVER, Mass.—New England Television Co.,** UHF Ch. 40 (626-632 mc); ERP 20.2 kw visual 10.1 kw aural; antenna height above average terrain 398 ft., above ground 191 ft. Estimated construction cost $170,600, first year operating cost $190,000, revenue $195,000. Post Office address 514 Industrial Trust Bldg., Providence 3, R. I. Studio location to be determined. Transmitter location on Hambly Road, 3.9 mi. SW of Fall River post office. Geographic coordinates 41° 39' 08" N. Lat., 71° 11' 31" W. Long. Transmitter RCA, antenna RCA. Legal counsel Abraham Belilove, Providence, R. I. Consulting engineer J. Gordon Keyworth, Williamstown, Mass. Principals include President **Alfred DeMaris** (4/9), general manager and 80% owner of The Short Line Inc. (bus company) and interest in other motor coach companies; Vice President **Harold C. Arcaro** (⅓), Providence attorney and 1/6 owner of WRIB Providence; Vice President **Lewis Tanner** (1/9), advertising and sales manager of Housewares Supply Co., Warren, R. I., and Treasurer **Abraham Belilove** (1/9), Providence attorney.

WORCESTER, Mass.—Salisbury Bcstg. Corp., UHF Ch. 14 (470-476 mc); ERP 212 kw visual, 112.5 kw aural; antenna height above average terrain 837 ft., above ground 227 ft. Estimated construction cost $350,000, first year operating cost $350,000, revenue $375,000. Post Office address 6 Norwich St., Worcester. Transmitter location on Asnebumskit Hill near Paxton, Mass. Geographic coordinates 42° 18' 07" N. Lat., 71° 53' 51" W. Long. Transmitter and antenna make not specified. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **William B. Smith** (5%), president of James A. Smith & Sons (comb mfrs.); Vice President **Ansel E. Gridley** (5%), president, general manager and majority stockholder of WFGM Fitchberg, Mass., and **Ralph K. Hubbard** (10%), president of Packard Mills (woolen mfrs.), Webster, Mass. **Fox, Wells & Co.** (investments), New York, holds 30% interest.

BATTLE CREEK, Mich.—W. S. Butterfield Theatres Inc., UHF Ch. 64 (770-776 mc); ERP 1,000 kw visual, 550 kw aural; antenna height above terrain 575 ft., above ground 537 ft. Estimated construction cost $698,123, first year operating cost $142,000, revenue $160,000. Post Office address: 1492 National Bank Bldg., Detroit 26, Mich. Studio and transmitter location: On Highway 37, 3.5 mi. South of Dowling, Mich. Geographic coordinates: 42° 23' 20" N. Lat., 85° 15' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President **M. F. Gowthorpe,** president and treasurer of Consolidated Theatres Inc., B & J Theatres Inc., J. R. Denniston Theatre Co., Carley Amusement Co., Butterfield Michigan Theatres Co. and Bijou Theatrical Enterprise Co., Detroit; Vice President and Secretary **William A. Ruble,** vice president and secretary of Butterfield Michigan Theatres Co. and Bijou Theatrical Enterprise Co., Vice President **Paul W. Seipnel,** vice president of Butterfield Michigan Theatres Co., and **J. Edward Stuckey,** vice president of Butterfield Michigan Theatres Co. Sole stockholder of Class A and Class C stock is **Bijou Theatrical Enterprise Co.,** Detroit. Sole stockholder of Class B stock is **The Regents of the U. of Michigan,** Ann Arbor, Mich. W. S. Butterfield Theatres Inc. is also applicant for TV station at Flint, Mich. The Regents of the U. of Michigan is licensee of WUOM (FM) Ann Arbor, Mich.

+ **ST. PAUL, Minn.—WMIN Bcstg. Co. (WMIN),** VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 514 ft., above ground 577 ft. Estimated construction cost $425,000, first year operating cost $400,000. Post Office address 538 Hamm Bldg., St. Paul. Transmitter location at intersection of Frontenac and St. Anthony Avenues. Geographic coordinates 44° 57' 28" N. Lat., 93° 12' 15" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **N. L. Bentson** and Secretary **Mort Bentson** control 87% of stock as trustees of testamentary trust of Edward Hoffman; Executive Vice President **Frank M. Devaney** (10%), and **L. C. Borgstrom** (3%). Applicant also has interest in WRFW Eau Claire, Wis., KZYZ Redlands, Calif., and KELO Sioux Falls, S. D.

BILOXI, Miss.—Radio Associates Inc. (WVMI), VHF Ch. 13 (210-216 mc); ERP 3 kw visual, 1.5 kw aural; antenna height above average terrain 303.7 ft., above ground 330 ft. Estimated construction cost $119,099, first year operating cost $120,000, revenue $180,000. Post Office address: P.O. Box 152, Biloxi, Miss. Studio and transmitter location 3½ mi. from East end of Ocean - Springs - Biloxi Memorial Bridge. Geographic location: 30° 24' 00" N. Lat., 88° 48' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Maurice Barnes, Washington. Consulting engineer Odes E. Robinson, Biloxi, Miss. Principals include President **Odes E. Robinson** (66%), also interested in WPTW Piqua, Ohio, and WKOY Bluefield, W. Va.; Secretary **Frances L. Robinson** (2%), and Vice President **James H. McKee** (32%).

JACKSON, Miss.—Mississippi Bcstg. Co. (WJQS), UHF Ch. 47 (668-674 mc); ERP 205 kw visual, 102.5 kw aural; antenna height above average terrain 500 ft., above ground 540 ft. Estimated construction cost $229,863, first year operating cost $175,000, revenue $185,000. Post Office address P. O. Box 591, Meridian, Miss. Studio and transmitter location Edwards Hotel. Geographic coordinates 32° 17' 58" N. Lat., 90° 11' 27" W. Long. Transmitter RCA, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. Principals include President, Secretary, Treasurer and General Manager **D. W. Gavin** (75%), 75% owner and also general manager of Mississippi Bcstg. Co., licensee of WCOC Meridian, WMBC Macon and WACR Columbus, and Vice President **Mrs. R. S. Gavin** (25%).

HASTINGS, Neb.—The Seaton Publishing Co. (KHAS), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 761 ft., above ground 755 ft. Estimated construction cost $414,314, first year operating cost $180,000, revenue $200,000. Post Office address: 906 W. 2nd St., Hastings, Neb. Studio location 906 W. 2nd St. Transmitter location: Sec. 24, Twp. 8, Range 10, about 2.5 mi. North of Hastings. Geographic coordinates: 40° 39' 06" N. Lat., 98° 23' 04" W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President Sen. **Fred A. Seaton** (R-Neb.) (33⅓%), 23% owner of KHAS, 30% owner of KMAN Manhattan, Kan., and 31% owner of KGGF Coffeyville, Kan., and part owner of various midwestern newspapers; Vice President **Fay N. Seaton** (33⅓%), who has substantially same interests as Fred A. Seaton, and Secretary-Treasurer **Richard M. Seaton** (33⅓%), who has substantially the same interests as Fred A. Seaton.

LAS VEGAS, Nev.—Las Vegas Television Inc. (KLAS), VHF Ch. 8 (180-186 mc); ERP 24.4 kw visual, 12.2 kw aural; antenna height above average terrain 800 ft., above ground 100 ft. Estimated construction cost $190,000, first year operating cost $168,000, revenue $204,000. Post Office address P. O. Box 1510, Las Vegas. Studio location to be determined. Transmitter location on mountain peak 0.3 mi. NE of Alunite, Nev. Geographic coordinates 35° 58' 43" N. Lat., 114° 54' 18" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **R. G. Jolley** (33⅓%), 66⅔% owner of KLAS and owner of Vegas Brick & Tile Co. (general contractors), Las Vegas, and Treasurer **Frederick G. Stoye** (16⅔%), general manager and 33⅓% owner of KLAS, and owner of Nevada Communications Co. (lessors of two-way radio-telephone phone equipment to Las Vegas taxicab operators). **Las Vegas Bcstrs Inc.,** owned ⅔ by Mr. Jolley and ⅓ by Mr. Stoye, owns remaining 50% of applicant.

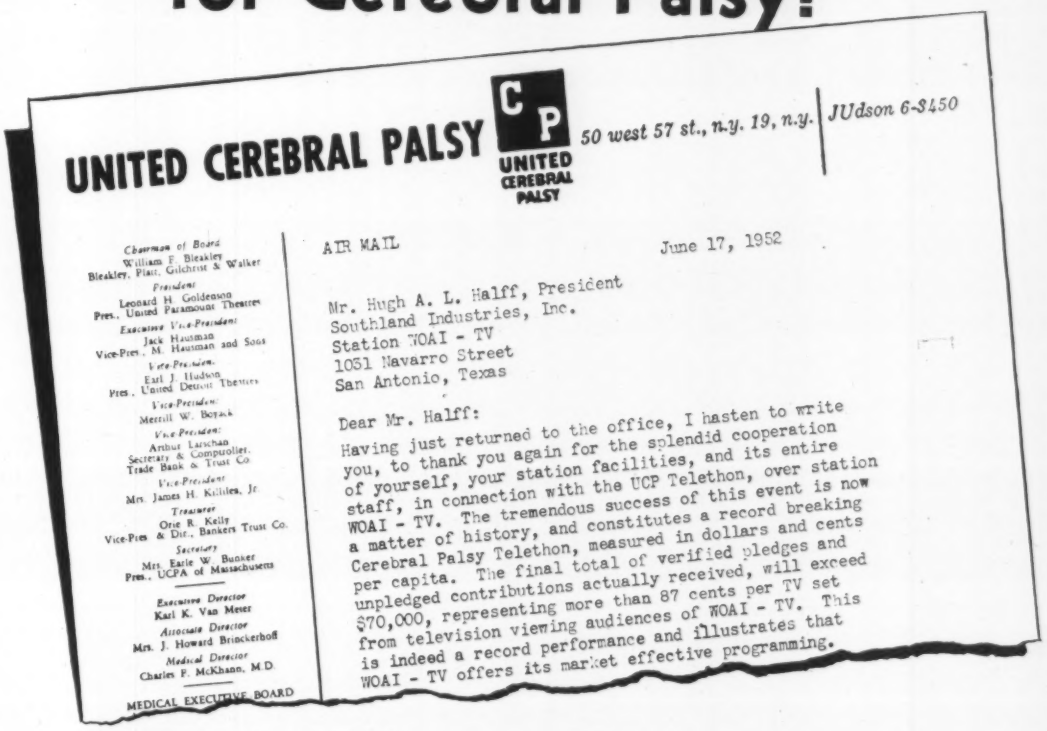
ALBUQUERQUE, N. M.—New Mexico Bcstg. Co. (KGGM), VHF Ch. 13 (210-216 mc); ERP 89.1 kw visual, 44.6 kw aural; antenna height above average terrain 4,234 ft., above ground 163 ft. Estimated construction cost $448,000, first year operating cost $240,000, revenue $220,000. Post Office address: P. O. Box 1294, Albuquerque, N. M. Studio location: Gentry at 4th St. Transmitter location: Sandia Crest, Bernalillo County. Geographic coordinates: 35° 12' 53" N. Lat., 106° 27' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **A. R. Hebenstreit** (74.6%) and Vice President **S. P. Vidal** (25%). Applicant also is licensee of KVSF Santa Fe, N. M.

CLOVIS, N. M.—Telepolitan Bcstg. Co., VHF Ch. 12 (204-210 mc); ERP 10.7 kw visual, 5.3 kw aural; antenna height above average terrain 525 ft., above ground 517 ft. Estimated construction cost $150,545, first year operating cost $80,000, revenue $100,000. Post Office address: % Sid Pipkin, Star Route, Clovis, N. M. Studio and transmitter location: ½ mi. North of Clovis city limits on State Highway 18. Geographic coordinates: 34° 26' 00" N. Lat., 103° 11' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Quinn & Cox, Clovis, N. M. Consulting engineer Sid S. Pipkin, Clovis. Principals include **Sid S. Pipkin** (50%), farming 15 mi. North of Clovis, and **Sam W. Pipkin** (50%), same interests as Sid S. Pipkin. Sam W. Pipkin is father of Sid Pipkin.

BINGHAMTON, N. Y. — The Binghamton Bcstrs. Inc. (WKOP), UHF Ch. 40 (626-630 mc); ERP 102 kw visual, 51.4 kw aural; antenna height above average terrain 461 ft., above ground 209 ft. Estimated construction cost $180,786, first year operating cost $218,468, revenue $198,500. Post Office address: 34 Chenango St., Binghamton, N. Y. Studio location: 34 Chenango St. Transmitter location: On Carman Road, 0.5 mi. South of Binghamton city limits and 0.25 mi. East of Park Ave. Geographic coordinates: 42° 04' 03.3" N. Lat., 75° 54' 19.8" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Andrew Jarema** (48%), Vice President **Doris Jarema** (1%) and Secretary-Treasurer **Frank H. Altdoeffer** (51%), who also is 81% owner of WLAN Lancaster, Pa.

(Continued on page 78)

92½¢ per set... *in the bank* for Cerebral Palsy!



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AIR MAIL June 17, 1952

Mr. Hugh A. L. Halff, President
Southland Industries, Inc.
Station WOAI - TV
1031 Navarro Street
San Antonio, Texas

Dear Mr. Halff:

Having just returned to the office, I hasten to write you, to thank you again for the splendid cooperation of yourself, your station facilities, and its entire staff, in connection with the UCP Telethon, over station WOAI - TV. The tremendous success of this event is now a matter of history, and constitutes a record breaking Cerebral Palsy Telethon, measured in dollars and cents per capita. The final total of verified pledges and unpledged contributions actually received, will exceed $70,000, representing more than 87 cents per TV set from television viewing audiences of WOAI - TV. This is indeed a record performance and illustrates that WOAI - TV offers its market effective programming.

WOAI-TV's all night telethon for cerebral palsy, starring Walter O'Keefe, Dagmar and Penny Singleton, produced over $75,000 — an average of better than 92½c per set in the San Antonio Area.

On the same night a national telethon telecast in 38 other cities for an equally worthy cause averaged a return of 3.7c per set, with the highest return in any one city 14c per set.

The largest single donation in San Antonio was $1,000.00. Over 90% of the $75,000 came from the many thousands of small donors who saw the show and responded.

Our point is . . .

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Television Grants and Applications

(Continued from page 76)

† **BUFFALO, N. Y.—Buffalo Courier-Express Inc. (WEBR),** VHF Ch. 7 (174-180 mc); ERP 246 kw visual, 123 kw aural; antenna height above average terrain 1,079 ft., above ground 824 ft. Estimated construction cost $548,000, first year operating cost $725,000, revenue $750,000. Post Office address: 785 Main St., Buffalo, N. Y. Studio location: To be determined. Transmitter location: On Zimmerman Road, 0.5 mi. North of Rice Hill Road. Geographic coordinates: 42° 38' 13" N. Lat., 78° 46' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **William J. Conners** (51%), Vice President **Frank J. Clancy**, Vice President **Burrows Matthews**, Treasurer **Howard W. Clother**, Secretary **John J. Meegan, G. H. Calvert** (8.1%), **Mary C. Andrews** (8.1%), **Katherine C. Ryan** (8.1%), and **Ruth C. Atwood** (8.1%).

PLATTSBURG, N. Y.—Great Northern Television Inc. (WIRY), UHF Ch. 28 (554-560 mc); ERP 100 kw visual, 53.2 kw aural; antenna height above average terrain 220 ft., above ground 239 ft. Estimated construction cost $209,360, first year operating cost $120,000, revenue $150,000. Post Office address: P.O. Box 136, Plattsburg, N. Y. Studio location: 301 Cornelia St. Transmitter location: 9.7 mi. from Plattsburg on Rand Hill Road. Geographic coordinates: 44° 45' 48" N. Lat., 73° 37' 03" W. Long. Transmitter GE, antenna GE. Legal counsel Abe L. Stein, Washington. Consulting engineer John M. Nazak, Plattsburg, N. Y. Principals include President **Joel H. Scheier**, Vice President **Vincent S. Jerry**, Secretary-Treasurer **John M. Nazak** and **Martin L. Schulman.**

CHARLOTTE, N. C.—Inter-City Adv. Co. of Charlotte, N. C., Inc. (WAYS), VHF Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 675 ft., above ground 674 ft. Estimated construction cost $449,400, first year operating cost $312,000, revenue $330,000. Post Office address: 120 E. 3rd St., Charlotte. Studio location: 120 E. 3rd St. Transmitter location: 0.35 mi. East of Oakdale Road, NW of Charlotte. Geographic coordinates: 35° 17' 53" N. Lat., 80° 53' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **George W. Dowdy** (25%), Vice President **B. T. Whitmire** (25%), Treasurer **J. Horton Doughton** (25%) and Secretary **Harold H. Thoms** (25%).

† **GREENSBORO, N. C.—Inter-City Advertising Co. of Greensboro, N. C., Inc. (WCOG),** UHF Ch. 57 (728-734 mc); ERP 117.5 kw visual, 58.7 kw aural; antenna height above average terrain 240 ft., above ground 205 ft. Estimated construction cost $158,500, first year operating cost $216,000, revenue $216,000. Post Office address 316 S. Greene St., Greensboro, N. C. Studio location 316 S. Greene St. Transmitter location 4.3 mi. West of center of Greensboro, immediately West of town limits of Hamilton Lakes and 0.57 mi. North of U. S. 421. Geographic coordinates 36° 04' 40" N. Lat., 79° 52' 05" W. Long. Transmitter DuMont, antenna GE. Consulting engineer George C. Davis, Washington. Principals include President **George W. Dowdy** (25%), Vice President **B. T. Whitmire** (25%), Treasurer **J. Horton Doughton** (25%) and Secretary **Harold H. Thoms** (25%).

MASSILLON, Ohio—Midwest TV Co., UHF Ch. 23 (524-530 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 428 ft., above ground 524 ft. Estimated construction cost $257,930, first year operating cost $170,979, revenue $130,500. Post Office address 500 Security Bldg., Toledo, Ohio. Studio and transmitter location 5.6 mi. NW of Massillon on Rt. 21, near Butler Bridge. Geographic coordinates 40° 52' 18" N. Lat., 81° 34' 33" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President and Treasurer **Edward Lamb**, president of WTOD Toledo, president and owner of 1350 out of 1800 shares of *The Erie* (Pa.) *Dispatch*, licensee of WIKK and WICU (TV) Erie, owner of WHOO Orlando, Fla., president of WTVN (TV) Columbus, Ohio, and president of Edward Lamb Enterprises Inc., Toledo; Vice President **Frank C. Oswald**, vice president of Edward Lamb Enterprises; Vice President **James M. Bushman**, employee of WTVN (TV) Columbus, and Secretary **Cecile Huebner**, secretary of Edward Lamb Enterprises Inc. **Edward Lamb Enterprises Inc.** owns 100% of applicant.

ALLENTOWN, Pa.—Allentown Television Corp. (WHOL), UHF Ch. 45 (656-662 mc); ERP 187 kw visual, 93.5 kw aural; antenna height above average terrain 563 ft., above ground 527 ft. Estimated construction cost $298,950, first year operating cost $250,000, revenue $250,000. Post Office address: 502 Hamilton St., Allentown, Pa. Studio location 1125 Colorado St. Transmitter location: At intersection of State Highways 145 and 329, 2 mi. NW of Coplay, Pa. Geographic coordinates: 40° 41' 04" N. Lat., 75° 31' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel Reed Rollo, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President **Victor C. Diehm**, Treasurer **John G. Wilenbecher** and Secretary **Charles G. Helwik. Allentown Bcstg. Corp.,** licensee of WHOL, has subscribed for 99% of stock in applicant.

† **ALLENTOWN, Pa. — Penn - Allen Bcstg. Co. (WFMZ),** UHF Ch. 45 (656-662 mc); ERP 92.2 kw visual, 52.2 kw aural; antenna height above average terrain 264 ft., above ground 341 ft. Estimated construction cost $160,973, first year operating cost $260,000, revenue $310,000. Post Office address: Masonic Temple Bldg., Allentown, Pa. Studio location: 1524 Linden St. Transmitter location: 0.5 mi. West of Highway 329, 1.35 mi. North of Allentown city limits. Geographic coordinates: 40° 38' 15" N. Lat., 75° 29' 56" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Raymond F. Kohn** (6.2%), Vice President **Earl J. Kohn** (5.6%), Treasurer **Horace W. Gross** (7.2%) and Secretary **Daniel Houck** (0.3%).

ALLENTOWN, Pa.—Queen City Television Co., UHF Ch. 39 (620-626 mc); ERP 284 kw visual, 142 kw aural; antenna height above average terrain 185 ft., above ground 350 ft. Estimated construction cost $331,378, first year operating cost $240,000, revenue $255,000. Post Office address P. O. Box 689, Allentown. Studio and transmitter location on State Highway 329, 0.8 mi. NNW of city limits. Geographic coordinates 40° 37' 40" N. Lat., 75° 29' 09" W. Long. Transmitter GE, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Principals include **Farris E. Rahall** (34%), 25% owner of Raleigh Transit Co., Beckley, W. Va., city bus lines; President **Frank Hausman** (15%), 60% owner of General Paving Co., Allentown; Vice President **Max Cornfeld** (15%), automobile dealer; Secretary **Ogen R. Davies** (7%), ⅓ owner of golf course, and **Bernard B. Naef** (6%), real estate development and ⅓ owner of golf course. [RESUBMITTED; see B•T, July 7.]

† **ERIE, Pa.—Erie Television Corp.,** UHF Ch. 66 (782-788 mc); ERP 215 kw visual, 108 kw aural; antenna height above average terrain 741 ft., above ground 527 ft. Estimated construction cost $302,545, first year operating cost $210,202, revenue $262,032. Post Office address P. O. Box 272, Erie, Pa. Studio location 138 West 10th St. Transmitter location Waterford Pike Road (U. S. 19) and Lee Road. Geographic coordinates 42° 01' 00.8" N. Lat., 80° 02' 51.6" W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **John J. Mead Jr.** (27.6%), co-publisher, vice president, secretary and ⅓ owner of Times Pub. Co., Erie; Vice President and Treasurer **George J. Mead** (35.3%), co-publisher, treasurer and ⅓ owner of Times Pub. Co.; Secretary **John W. English** (14.8%), partner in Erie law firm of English, Gilson, Baker & Bowler; and **John J. Boland Jr.** (14.8%), partner in Boland & Cornelius (ship cargo brokers), Buffalo, N. Y.

HARRISBURG, Pa. — Harrisburg Bcstrs. Inc., UHF Ch. 71 (812-818 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 989 ft., above ground 439 ft. Estimated construction cost $767,263, first year operating cost $575,990, revenue $385,000. Post Office address: 11 North Second St., Harrisburg. Studio location: 911 Market St. Transmitter location: 5.75 mi. North of East Pennsboro in Cumberland County, Pa. Geographic coordinates: 45° 19' 03" N. Lat., 76° 53' 50" W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Sole owner is **Donald E. Newhouse,** ⅓ owner of KGW Portland, Ore., and Vice President of The Evening Journal Assn., Jersey City, N. J., Long Island Daily Press Pub. Co., Jamaica, N. Y., and Newark Morning Ledger Co., Newark, N. J.

† **SCRANTON, Pa.—Appalachian Co.,** UHF Ch. 73 (824-830 mc); ERP 17.6 kw visual, 9.3 kw aural; antenna height above average terrain 782 ft., above ground 161 ft. Estimated construction cost $138,800, first year operating cost $180,000, revenue $200,000. Post Office address: 519 Mulberry St., Scranton, Pa. Transmitter location: 4.5 mi. SE of center of Scranton. Geographic coordinates: 41° 23' 08" N. Lat., 75° 36' 05" W. Long. Transmitter GE, antenna Workshop Associates. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington. Principals include General Partners **Frank J. Collins** ($180,000 partnership contribution), president, general manager and 30% owner of Wyoming Co. (coal), Scranton; **Dahl W. Mack** ($25,000 partnership contribution), owner of Scranton Radio & Television Co. (radio and electronic wholesaler), Scranton, and **Henry J. Geist** ($20,000 partnership contribution), owner of Henry J. Geist & Assoc. (communications engineering consultants), New York.

† **SCRANTON, Pa.—Electric City Telecasting Co. (WQAN),** UHF Ch. 16 (482-488 mc); ERP 291 kw visual, 152 kw aural; antenna height above average terrain 1239 ft., above ground 150 ft. Estimated construction cost $512,500, first year operating cost $492,000, revenue $515,000. Post Office address: 149 Penn Ave., Scranton, Pa. Studio location: On Spruce St. at Penn Ave. Transmitter location: Atop Nald Mtn., 5 mi. NW of Scranton. Geographic coordinates: 41° 25' 44" N. Lat., 75° 44' 59" W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer James C. McNary, Washington. Principals include President **Edward J. Lynett** (25%) and **Elizabeth R. Lynett** (25%). Meco Realty owns remaining 50%.

CHATTANOOGA, Tenn. — Tri-State Telecasting Corp., VHF Ch. 12 (204-210 mc); ERP 248 kw visual, 124 kw aural; antenna height above average terrain 1,070 ft., above ground 276 ft. Estimated construction cost $280,000, first year operating cost $360,000. Post Office address 1111 Provident Bldg., Chattanooga, Tenn. Transmitter location on Walden Ridge, 4.9 mi. NE of Chattanooga city limits. Geographic coordinates 35° 09' 32" N. Lat., 85° 18' 07" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Alex Guerry Jr.** (medicines), Vice President **John Dickinson** (coffee dealer), Secretary **Simon Levine** (hosiery mfr.) and Treasurer **James H. McCall** (broker), 103 stockholders compose applicant, each with less than 3% interest.

ABILENE, Tex.—Reporter Bcstg. Co. (KRBC), VHF Ch. 9 (186-192 mc); ERP 12 kw visual, 11 kw aural; antenna height above average terrain 770 ft., above ground 449 ft. Estimated construction cost $170,768, first year operating cost $170,000, revenue $160,000. Post Office address: 984 N. 4th St., Abilene, Tex. Studio location: To be determined. Transmitter location: Near U. S. 84, 11 mi. South of Abilene. Geographic coordinates: 32° 17' 22" N. Lat., 99° 44' 06" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Eva May Hanks** (64%), Chairman of Board **George S. Anderson** (16%), Vice President **Howard Barrett** (8%) and **Max Bentley** (8%).

EL PASO, Tex.—KEPO Inc. (KEPO), VHF Ch. 13 (210-216 mc); ERP 120 kw visual, 60 kw aural; antenna height above average terrain 1,000 ft., above ground 494 ft. Estimated construction cost $435,484, first year operating cost $241,800, revenue $246,900. Post Office address: c/o W. B. Pratt, 706 Capital National Bank Bldg., Austin, Tex. Studio location: 2419 N. Piedras St. Transmitter location: on Mountain Crest, 0.4 mi. North of Scenic Point. Geographic coordinates: 31° 47' 17" N. Lat., 106° 28' 48" W. Long. Transmitter and antenna RCA. Legal counsel

(Continued on page 82)

Television's Finest

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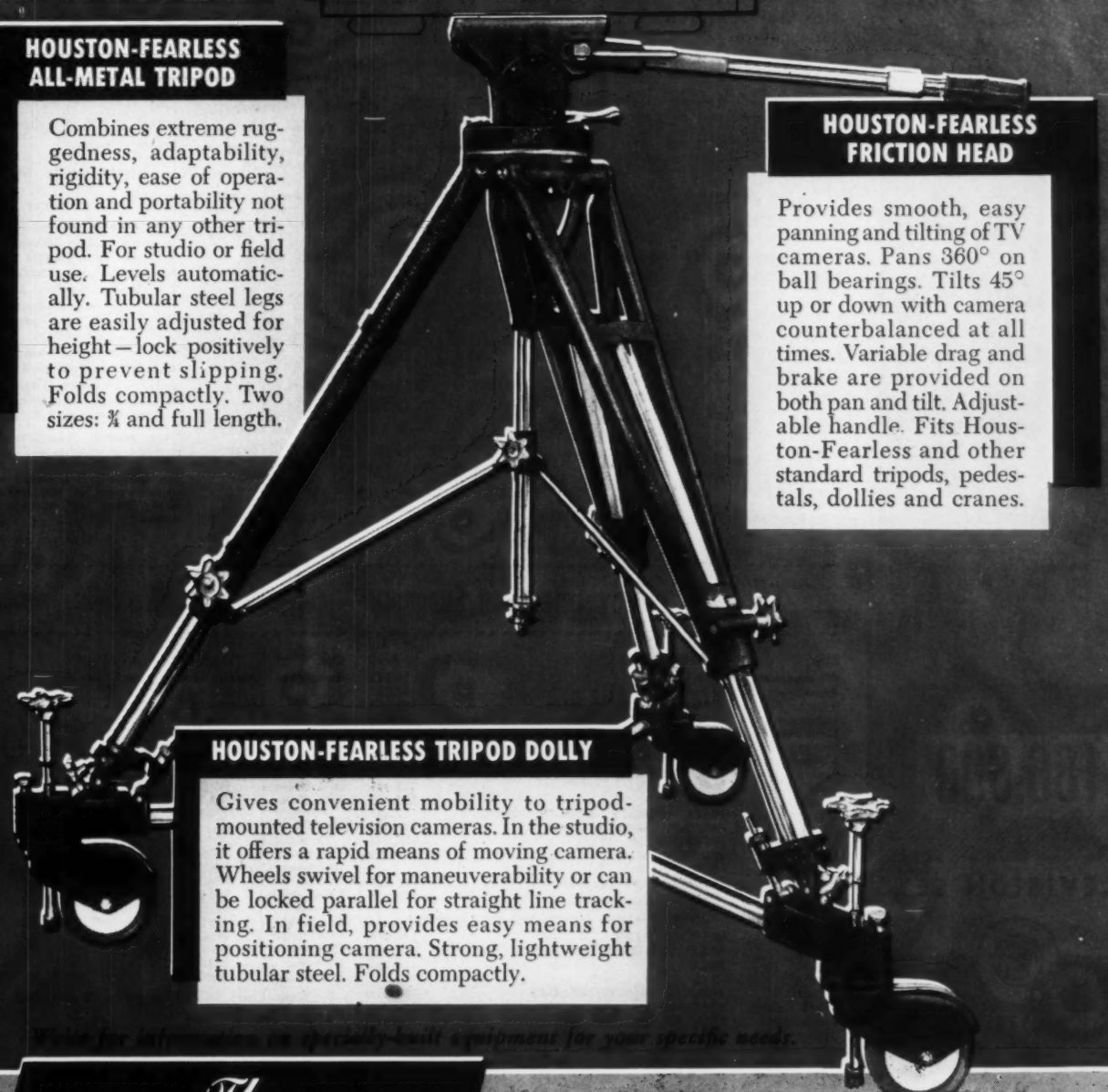

HOUSTON-FEARLESS ALL-METAL TRIPOD

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS FRICTION HEAD

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

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Advertiser TV Spending Is Charted

(Report 225)

OF ALL advertisers spending $25,000 or more in network radio, network television and magazines during 1951, the average expenditure per advertiser was $1,003,078 for network radio, $618,137 for network TV and $238,183 for magazines.

Those figures are taken from a report on "Television as an Advertising Medium" prepared by Magazine Advertising Bureau for the information of its member publishers and their advertising and promotion executives. Report notes that network TV, like network radio, is getting a major share of its revenue for a few kinds of businesses and from a few large advertisers.

In the second six months of last year, MAB reports, five classes of advertising—foods, toiletries, tobaccos, household soaps and cleansers, automotive — accounted for 63.0% of all TV network billings, comparable to the advertising of foods, drugs, toilet goods, cigarettes, soaps and cleansers, gas and oil, confectionery, that makes up about 75% of network radio's revenue. The top five magazine categories—foods, apparel, automotive, toiletries, household equipment—comprised only 42.6% of magazine billings.

"In 1951," the report states, "only ten advertisers accounted for 31.6% of all network television billings. (Network radio, however, had an even heavier concentration: 41.6% with ten advertisers.) On the other hand, the top 10 magazine advertisers accounted for only 12.0% of magazine billings. In short, many more advertisers use magazines than either network radio or network television and the average expenditure per advertiser in magazines is much smaller."

Advertisers using these three media and their 1951 average expenditure for each are shown in the following MAB table:

NUMBER OF NATIONAL ADVERTISERS INVESTING $25,000 OR MORE IN THREE MEDIA

	1939	1949	1951
Magazines	660	1,747	1,961
Network Radio	128	172	170
Network TV		71	204

AVERAGE EXPENDITURE PER ADVERTISER IN 1951

Magazines	$ 238,183
Network Radio	1,003,078
Network TV	618,137

Looking ahead, MAB predicts that magazine gross advertising income will rise from $511 million in 1951 to $550 million this year, with network radio time sales concurrently declining from $175 million to $155 million and network TV time sales zooming from $128 million to $200 million, passing the radio network volume for the first time.

* * *

'Lucy' Leads Nielsen Report For Early June

THE CBS-TV program, *I Love Lucy*, maintained its lead in Nielsen ratings for the top 10 television shows during the two weeks ending June 21. Moreover, it apparently established the Monday-night viewing habit with televiewers so firmly that its summer replacement captured a place among the top. The listings were:

NUMBER OF TV HOMES REACHED*

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	9,274
2	Pabst Blue Ribbon Bouts (CBS)	5,978
3	My Little Margie (CBS)	5,946
4	Red Skelton (NBC)	5,879
5	Arthur Godfrey & Friends (Liggett & Myers Tob. (CBS)	5,490
6	Gillette Cavalcade (CBS)	5,483
7	Dragnet (NBC)	5,368
8	Texaco Star Theatre (NBC)	5,204
9	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	5,150
10	Robt. Montgomery Presents (Johnson, S. C. & Son) (NBC)	5,088

* The Nielsen "number of homes reached" provides a reliable estimate of the audience actually delivered by each program's average telecast. It is based on an all electronic measurement of the performance of a virtually fixed cross-section sample of all TV homes.

(Continued on page 100)

Weekly Television Summary—July 21, 1952—TELECASTING Survey

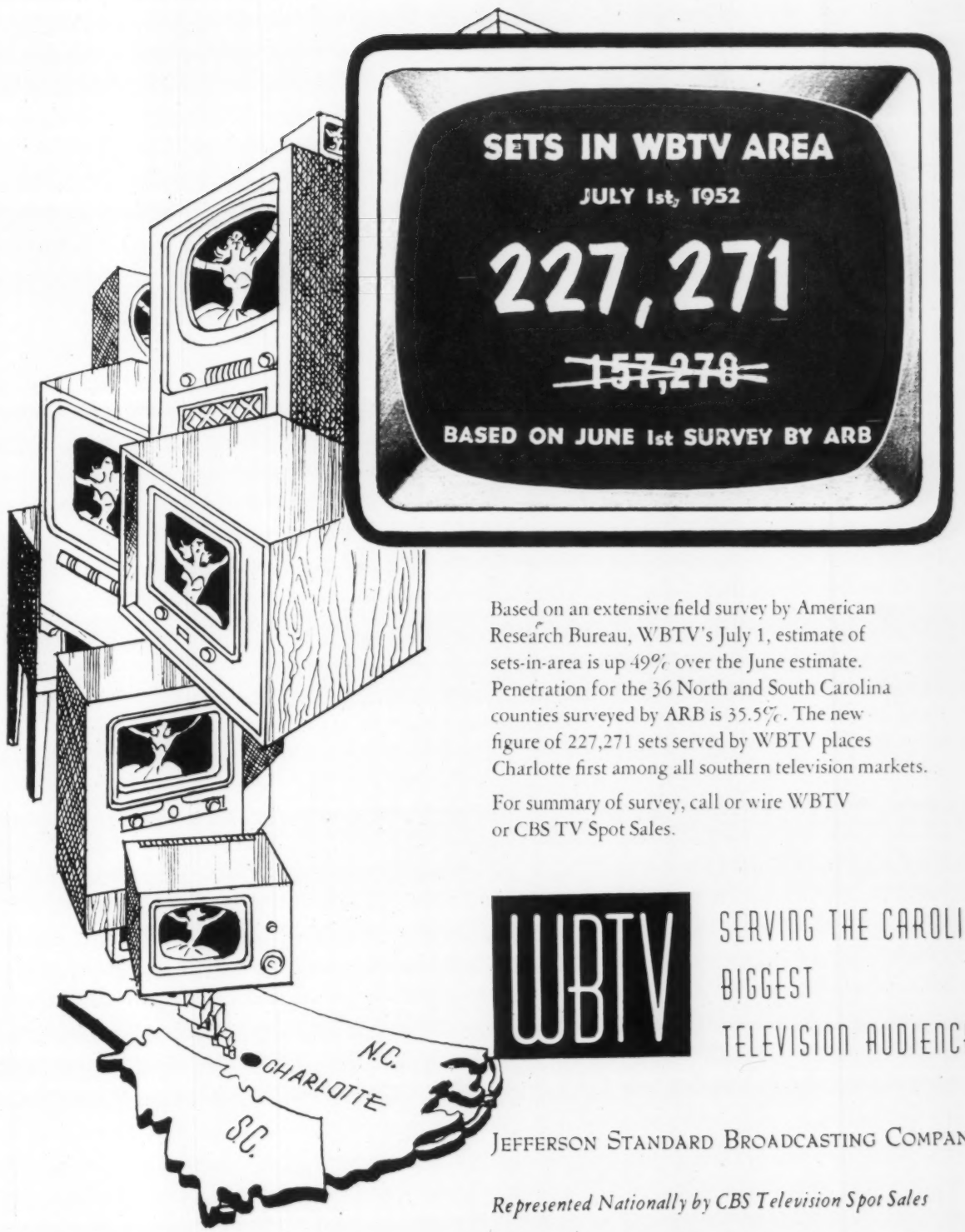
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	78,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	904,185
Buffalo	WBEN-TV	273,995
Charlotte	WBTV	233,760
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,157,337
Cincinnati	WCPO-TV, WKRC-TV, WLWT	357,000
Cleveland	WEWS, WNBK, WXEL	628,540
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	176,861
Davenport	WOC-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	243,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	176,861
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	118,459
Houston	KPRC-TV	160,000
Huntington-Charleston	WSAZ-TV	95,637
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	60,000
Johnstown	WJAC-TV	159,000
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	213,560
Lancaster	WGAL-TV	154,733
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,272,568
Louisville	WAVE-TV, WHAS-TV	174,143
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	21,500
Memphis	WMCT	136,784
Miami	WTVJ	126,300
Milwaukee	WTMJ-TV	341,155
Minn.-St. Paul	KSTP-TV, WTCN-TV	323,500
Nashville	WSM-TV	73,758
New Haven	WNHC-TV	286,000
New Orleans	WDSU-TV	102,281
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	122,313
Oklahoma City	WKY-TV	134,676
Omaha	KMTV, WOW-TV	132,955
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,052,259
Phoenix	KPHO-TV	59,200
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	218,500
Richmond	WTVR	131,854
Rochester	WHAM-TV	149,000
Rock Island	WHBF-TV	110,700
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	80,206
San Antonio	KEYL, WOAI-TV	85,742
San Diego	KFMB-TV	137,750
San Francisco	KGO-TV, KPIX, KRON-TV	395,000
Schenectady-Albany-Troy	WRGB	215,000
Seattle	KING-TV	155,100
St. Louis	KSD-TV	406,500
Syracuse	WHEN, WSYR-TV	182,650
Toledo	WSPD-TV	186,000
Tulsa	KOTV	119,800
Utica-Rome	WKTV	71,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	376,871
Wilmington	WDEL-TV	110,153

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 17,928,599

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates, made for BROADCASTING • TELECASTING by stations in all areas, are based in most cases on sworn statements. Total for each market represents sets within television coverage area. Where coverage areas of more than one market overlap, totals in those markets may be partly duplicated. Such duplication is eliminated, however, in the total figure for the U. S.

we're caught with our estimates down



Based on an extensive field survey by American Research Bureau, WBTV's July 1, estimate of sets-in-area is up 49% over the June estimate. Penetration for the 36 North and South Carolina counties surveyed by ARB is 35.5%. The new figure of 227,271 sets served by WBTV places Charlotte first among all southern television markets.

For summary of survey, call or wire WBTV or CBS TV Spot Sales.

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

Television Grants and Applications

(Continued from page 78)

Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Miller C. Robertson** (25%), **W. A. Porter Jr.** (25%), Vice President **Ralph I. Richardson** (25%) and Secretary-Treasurer **W. B. Pratt** (25%). [On June 25 1952, FCC granted assignment of license of KEPO from Rowley-Brown Bcstg. Co. to KEPO Inc., but assignment has not yet been consummated.]

+ **LUFKIN, Tex.—Lufkin Amusement Co.,** VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 483 ft., above ground 500 ft. Estimated construction cost $557,200, first year operating cost $200,000, revenue $180,000. Post Office address: Keltys, Tex. Studio location: Jefferson Theatre Bldg. Transmitter location on Old Beaumont - Orange Road, 2 mi. NE of Vidor, Tex. Geographic coordinates: 30° 08' 59" N. Lat., 93° 58' 54" W. Long. Transmitter GE, antenna GE. Legal counsel Maurice R. Barnes, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President **Ernest Lynn Kurth** (21.9%), president of Southland Paper Mills, Lufkin; Vice President **J. H. Kurth Jr.** (24.4%), president of Vernon Parish Lumber Co., Houston, Tex., and **Mrs. Louise R. Henderson** (38.3%), Keltys, Tex., resident.

LUBBOCK, Tex.—Lindsey Television Co., VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,086 ft., above ground 1,083 ft. Estimated construction cost $445,700, first year operating cost $240,000, revenue $250,000. Post Office address: Lindsey Theatre, Lubbock, Tex. Studio location: To be determined. Transmitter location: 5 mi. E and 3 mi. South of Lubbock on Highway 835. Geographic coordinates: 33° 32' 47" N. Lat., 101° 44' 40" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President **George E. Benson** (4%, president of Citizens National Bank of Lubbock, Tex.; Vice President **Clyde G. Tatum** (4%), 13% owner of Economy Mills, Lubbock; Treasurer **John Hughes** (4%), executive vice president of Citizens National Bank of Lubbock; Secretary **W. F. Eisenberg** (4%), executor of Eliwood Estate (ranching), Lubbock, and **Edgar T. Bell** (4%), general manager of KTOK Oklahoma City, Okla., until 1952. **Lindsey Theatres Inc.,** owner of eight Lubbock theatres has 80% interest in applicant.

PORT ARTHUR, Tex.—Smith Radio Co., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 545 ft., above ground 583 ft. Estimated construction cost $344,500, first year operating cost $150,000, revenue $200,000. Post Office address: Adams Bldg., 430 Austin Ave., Port Arthur, Tex. Studio location: Adams Bldg. Transmitter location: 2.5 mi. South of Orangefield, Tex. Geographic coordinates: 30° 02' 13" N. Lat., 93° 50' 55" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Equal Partners **Joe B. Carrigan,** trustee, Wichita Falls, Tex., attorney, and **James K. Smith,** college student.

+ **WESLACO, Tex.—Rio Grande Television Corp.,** VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 804 ft., above ground 833 ft. Estimated construction cost $290,000, first year operating cost $225,000. Post Office address 711 McKelvey Blvd., Harlingen, Tex. Transmitter location intersection of Mile 4½ and Mile 9 Roads. Geographic coordinates 26° 10' 58" N. Lat., 97° 58' 56" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Thomas O. Payne** (40%), Vice President **J. C. Cockburn** (10%), Secretary-Treasurer **H. C. Cockburn** (40%), all with oil interests, and **Mrs. Frances E. Payne** (10%).

WICHITA FALLS, Tex.—Rowley-Brown Bcstg. Co. (KWFT), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 500 ft. Estimated construcion cost $343,000, first year operating cost $250,000, revenue $280,000. Post Office address: P. O. Box 420, Wichita Fall, Tex. Studio and transmitter location: Ninth St. at intersection with Highways 82 and 277. Geographic coordinates: 33° 54' 21" N. Lat., 98° 32' 26" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **E. H. Rowley** (20%), president of Rowley United Theatres Inc.; Vice President **Kenyon Brown** (20%), sole stockholder of Kenyon Brown Inc. (advertising consultant business in radio and television field); Vice President **John H. Rowley** (20%), vice president of Rowley United Theatres Inc., and **Agnes D. Rowley** (20%).

HAMPTON, Va.—Peninsula Bcstg. Corp. (WVEC), UHF Ch. 15 (476-482 mc); ERP 179 kw visual, 89.5 kw aural; antenna height above average terrain 482 ft., above ground 500 ft. Estimated construction cost $331,454, first year operating cost $273,714, revenue $253,887. Post Office address: P. O. Box 481, Hampton, Va. Studio and transmitter location: On Highway 168, 1 mi. East of Highway 239. Geographic coordinates 37° 02' 20" N. Lat., 76° 18' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President **Thomas P. Chisman** (28%), Vice President **Harrol A. Brauer Jr.** (15%), Vice President **James E. Swafford** (28%) and Secretary-Treasurer **Julian W. W. Chisman** (28%).

SPOKANE, Wash.—Television Spokane Inc. (KNEW), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,445 ft., above ground 604 ft. Application incomplete; construction cost, operating cost and revenue not given. Post Office address Sprague and Wall Streets, Spokane, Wash. Studio location Eagle Bldg., Sprague and Wall. Transmitter location atop Browne Mtn., 5.9 mi. SW of main post office. Geographic coordinates 47° 36' 04" N. Lat. 117° 19' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Henry Henke, Seattle, Wash. Consulting engineer Russell P. May, Washington. Principals include President and General Manager **Burl C. Hagadone,** Chairman of Board **Edward W. Scripps,** Secretary-Treasurer **James G. Scripps** and Vice President **Henry Henke Jr. Inland Empire Bcstg. Co.,** licensee of KNEW, owns 60% of applicant. The following Spokane businessmen each hold 10%: **Roy L. Blair,** construction company; **Joseph Drumheller,** owner of analytical chemical laboratory; **E. C. Olson,** lumber company, and **Fred C. Rummel,** president of Spokane International Railroad Co. [Note: Ch. 4 for Spokane has already been assigned to KXLY-TV; see AT DEADLINE, July 14.]

FAIRMONT, W. Va.—Americus Corp., UHF Ch. 35 (596-602 mc); ERP 209 kw visual, 105 kw aural; antenna height above average terrain 719 ft., above ground 219 ft. Estimated construction cost $440,800, first year operating cost $190,000, revenue $235,000. Post Office address Monogahela Bldg., Morgantown, W. Va. Studio location to be determined. Transmitter location on U. S. 119, 7 mi. South of Morgantown (½ mi. South of Gum Spring School.) Geographic coordinates 39° 30' 51" N. Lat., 79° 54' 48" W. Long. Transmitter RCA, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Harry Hayman, Washington. Principals include President and Treasurer **H. Ward Christopher** (70%), owner of Christopher Fuel Corp. (coal mining), Morgantown; Vice President and General Manager **James P. Davidson** (10%); Secretary **William E. Glasscock** (10%), Morgantown attorney, and **(Mrs.) LaVerne H. Christopher** (10%).

WHEELING, W. Va.—WKWK Television Corp. (WKWK), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 472 ft., above ground 206 ft. Estimated construction cost $500,775, first year operating cost $403,639. Post Office address 1604 Market St., Wheeling. Transmitter location 2.5 mi. North of Wheeling. Geographic coordinates 40° 05' 49" N. Lat., 80° 42' 06" W. Long. Transmitter RCA, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Radio Consulting Engineers, Washington. **News Publishing Co.** has 60% interest and Executive Vice President **John B. Reynolds** (100% owner of WKWK) has 40% interest. News Publishing Co. owns WBLK Clarksburg and WPAR Parkersburg, W. Va., and is applicant for TV station in Clarksburg.

EAU CLAIRE, Wis. — Badger Bcstg. Co., VHF Ch. 13 (210-216 mc); ERP 11.8 kw visual, 5.9 kw aural; antenna height above average terrain 466 ft., above ground 537 ft. Estimated construction cost $170,300, first year operating cost $90,000, revenue $100,000. Post Office address: 3800 Regent St., Madison 5, Wis. Studio and transmitter location at Hastings Way and Fenwick St. Geographic coordinates: 44° 48' 13" N. Lat., 91° 28' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President **William T. Evjue,** Vice President **Don Anderson,** Treasurer **Tom C. Bowden** and Secretary **H. D. Sage. The Capital Times Co.,** Madison, Wis., owns 66.6% of applicant and **Wisconsin State Journal Co.,** Madison, owns 28.8%; applicant is licensee of WIBA Madison and also applicant for TV there.

HONOLULU, Hawaii — Hawaiian Bcstg. System Ltd. (KGMB), VHF Ch. 9 (186-192 mc); ERP 107 kw visual, 53.5 kw aural; antenna height above average terrain −54 ft., above ground +412 ft. Estimated construction cost $345,000, first year operating cost $250,000, revenue $250,000. Post Office address 1534 Kapiolani Blvd., Honolulu, Hawaii. Studio and transmitter location 1534 Kapiolani Blvd. Geographic coordinates 21° 17' 48" N. Lat., 157° 50' 34" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **J. Howard Worrall,** Vice President **Riley H. Allen,** Vice President **L. Porter Dickinson,** Vice President **E. I. Parker,** Vice President **Ralph E. Wolley,** Vice President and Secretary **Elmer R. Davis** and Treasurer **K. C. Wong.** Stock is owned by **Consolidated Amusements Co. Ltd.** (56%), **Honolulu Star-Bulletin Ltd.** (24%) and **Corporation of President of Church of Jesus Christ of Latter Day Saints** (20%).

WYNN PROMOTED

Is WABD (TV) Sales Mgr.

LAWRENCE L. WYNN has been named to the newly created post of sales manager for WABD (TV) New York, key outlet of the DuMont TV Network, Richard E. Jones, WABD's general manager, announced Wednesday.

Mr. Wynn

Mr. Wynn, who joined the station's local sales department in June 1950 as an account executive, has been connected with the entertainment business since 1930 in numerous capacities including music, theatre and television operations. He entered the radio field as an account executive with WINS New York.

In 1945, Mr. Wynn was director and production manager of KFBI Wichita, Kan. He left there to become vice president of International Transvideo.

Washington Watches Kid Shows

"LITTLE PLAYHOUSE"
12:30-1:00 p.m.
Monday through Friday

With an average daily rating of 8.3 (ARB, June, 1952), "Little Playhouse" is the highest-rated daytime show, before 5 p.m., on any of Washington's four TV stations, outranking even network programs. This half-hour series of films and stories for children, emceed by Kathy Johnson, is available for spot participation at $65.

Watch Washington

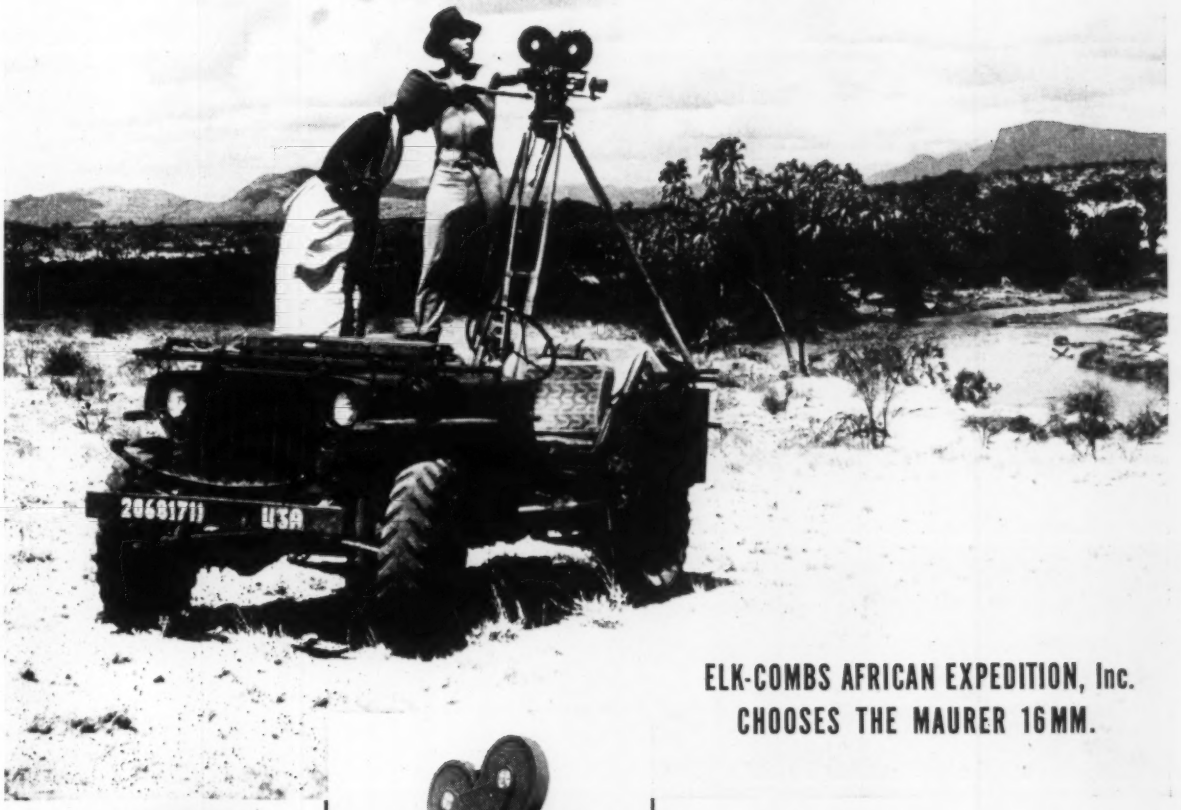
Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales and from seventh to sixth in total retail sales (SM Survey of Buying Power) . . . and you know how much the kids can influence these purchases.

WNBW WASHINGTON 4

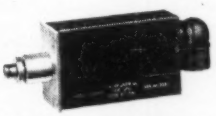
Represented by NBC Spot Sales

XUM

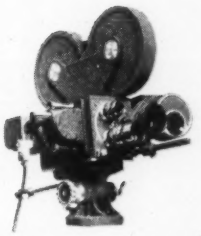
GREAT *when the going is* ROUGH!



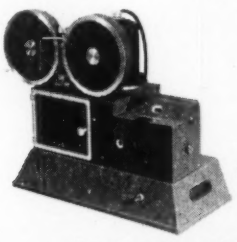
ELK-COMBS AFRICAN EXPEDITION, Inc. CHOOSES THE MAURER 16MM.



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

Knowing that his equipment would take a terrific beating from heat, humidity, and the roughest kind of terrain, Lt. Kenneth M. Elk of the U. S. Army Signal Corps chose the Maurer 16mm. as the camera best qualified to document the Elk-Combs African Expedition. The Maurer 16mm. offers you the utmost in accuracy — in quality — in simplicity of operation. Quite naturally, it is first choice in the professional field.

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means finer motion pictures!

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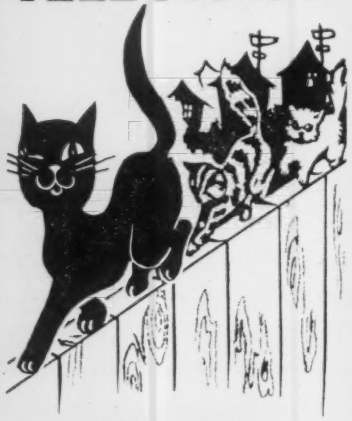
WHEN TELEVISION



GETS RESULTS

Here's a rich market . . . and here's Central New York's most looked at television station — ready to present your story to a "buying" audience. More top shows . . . more local advertisers . . . greater results.

say "WHEN"

CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

FOURSOME at NARTSR's Spot TV Clinic luncheon July 1 at New York included (l to r): John P. Denninger, Blair TV Inc.; William Smith, advertising manager, Thomas J. Lipton Inc., guest; John Wade, Avery-Knodel Inc., and Robert D. C. Meeker, Robert Meeker Assoc. Inc.

ANTI-FILM BILL

In Last Days of Congress

SHOWING of films written by Communists or Communist-front supporters in educational institutions or government agencies would be banned, according to a bill (S 3491) introduced by Sen. Joe McCarthy (R-Wis.) July 5 just before Congress adjourned.

The bill must be re-introduced in the next session of Congress, as the legislation died with the close of the session.

The bill would require the Secretary of Commerce to license all films for showing to educational institutions or government agencies. If the script is found to have been written by a Communist or Communist supporter, the Secretary of Commerce is directed to refuse a license. A license would be permitted, however, if the scriptwriter can prove he has repudiated his Communist principles.

British-French TV

IN A joint arrangement with their individual radio forces, Great Britain and France July 8 presented a series of 17 week-long international telecasts seen simultaneously by Britons and French viewers. Series ended last Monday. First program showed Paris night life. Microwave was used. Problem of converting from the French 819-line system to Britain's 405-line image was solved with use of converter developed by BBC engineers. Arrangements were handled by BBC and Radio-diffusion et Television Francaises.

New RCA Sets

TWENTY-FOUR new TV set models, with picture tube sizes ranging from 17 to 21 inches, have been introduced by RCA and unveiled by its distributors. New models offer a wide variety of prices, sizes, finishes and styling, with prices starting from $199.95 for a table model (the Shelley) to $795 for a three-way combination radio-TV-phonograph (the Sunderland), to be available during the last quarter of 1952. All RCA TV prices include federal excise tax and warranty.

CITRUS BUDGET

$50,000 for TV Series

ADVERTISING Committee of the Florida Citrus Commission has approved an expenditure of $50,000 for a series of experimental TV programs in three markets, starting this September. The commission met in Lakeland, Fla. early this month.

Under present plans, the program, *Happy's Party*, would be extended to 11 video markets for a six-month period beginning next January. Cost of the six-month series would run close to $160,000. The program would be aimed at a children's audience, and has been under consideration by the group since last June. A 15-minute show has been telecast by WDTV (TV) Pittsburgh. Agency is J. Walter Thompson Co.

The commission at its meeting also approved two printed ads for *Fortune Magazine* and restored previous cuts imposed on the budget for Dudley, Anderson and Yutzy, general publicity agency [B•T, May 19]. A reduction of $15,000 was restored, bringing the agency's figure to $55,000.

MEXICO MICROWAVE

High System Planned

WHAT is claimed to be one of the highest microwave systems in the world—with terminal stations located over a mile above sea level, and a repeater station nearly three miles up—will be installed over the 55-mile distance between Mexico City and Puebla by Telefonos De Mexico, S. A., Mexico City.

Employing Pulse Time Modulation microwave equipment developed and manufactured by Federal Telephone & Radio Corp., Clifton, N. J., an associate of IT&T, system will be a 23-channel installation used exclusively for voice circuits between the two cities.

Repeater station at Cortez Pass has been designed for unattended operation and will be located 37 miles southeast of Mexico City and 18 miles north of Puebla, with former's terminal station at 7,300 feet and the latter's reaching 5, 500 feet.

BORDER DISPUTE

XELD-TV Asks Joint Control

PLACING of all border stations under joint jurisdiction of the U. S. and Mexican governments has been urged by Romulo O'Farrill, owner of XELD-TV Matamoros, Mexico.

Mr. O'Farrill discussed his proposal with Mexican communications authorities after XELD-TV was refused permission by a Texas station to re-telecast coverage of the Chicago political conventions.

"It will be a boon to viewers of both our countries if stations serving them, from either side of the Rio Grande, are jointly controlled," said Mr. O'Farrill. "This will assure viewers living on the border the same home entertainment, with the same limitations and restrictions, as exists in inland cities," he added.

Mr. O'Farrill asserted that after receiving permission from a particular network, Layman Cameron, XELD-TV manager, installed additional technical equipment and a very high receiving antenna to pick up live shows from the Texas station, and re-telecast. Test of the antenna proved that the shows could be re-telecast effectively, Mr. O'Farrill added. A provision of the network's permission hinged on assent by the Texas station, it was explained.

The Texas station withheld its assent, Mr. O'Farrill asserted, on the basis that XELD-TV's coverage overlapped that of the Texas station. The programs were to be carried by XELD-TV as a public service, Mr.O'Farrill stated.

By denying the right to re-telecast convention programs for no justifiable reason, the Texas station would have been liable to questioning by FCC had the agreement been consummated between Mexico and the U. S. for joint control of the border stations.

"This is a clear reason," declared Mr. O'Farrill, "why joint licensing and supervision should be employed."

The Mexican radio and TV magnate added that for good neighbor reasons, as well as sound operating procedures, XELD-TV adheres to the rules of the Secretaria de Comunicaciones de Mexico, the FCC and NARTB.

Transfilm Labor Vote

NLRB ordered July 10 an election among employes of Transfilm Inc., New York, producer of motion picture films for TV commercials. Employes will vote on a collective bargaining agent, choosing from NABET, IATSE, and International Photographers in each of two categories. NABET, the petitioner, seeks a unit of all production employes. IATSE and Transfilm claim that such a unit would combine personnel of various skills and is inappropriate. Transfilm rents the Fox Studios in New York.

BROADCASTER'S SONG

(To the tune of "A GUY IS A GUY")

By H. Gifford Irion*

I filed my application like a good man should
They threw it into hearing like I knew they would—
'Cause a Rule is a Rule, wherever it may be,
So listen and I'll tell you what the Standards did to me.

I put on my case like a good man should;
They tore it all to pieces like I knew they would—
'Cause a Rule is a Rule, wherever it may be,
So listen and I'll tell you what the Standards did to me.

I interfered with four or five
I failed to cover the town
And when I left the hearing room
My pants were hanging down.

The Bureau filed exceptions like a good staff should
The Commission made a grant like I knew they would—
So a Rule can be a Rule, wherever it may be
But there're lots of ways to beat 'em in the FCC.

*EDITOR'S NOTE: Mr. Irion is an attorney in the Broadcast Bureau of the FCC. This verse, however, was not conveyed to BROADCASTING • TELECASTING by its author but by a high official of the FCC, who claimed to have procured rights for publication purposes.

AFM CONSIDERS

5% Formula Substitute

WITH producers agitating a change and Los Angeles musicians backing them, American Federation of Musicians is considering a flat fee for TV film commercials that would replace the union's present 5% trust fund royalty formula.

Should the policy be established, consensus is that AFM would follow it with other modifications and changes to induce more TV film production, thus creating more employment for musicians.

The trust fund format plus repayment demands by other unions and guilds is credited with causing Republic Pictures and RKO Radio Pictures to forego TV production plans for the time being [B•T, July 14].

Firm in demands the established formula be adhered to, James C. Petrillo, AFM president, repeatedly has brushed aside suggested changes; however, at the union's international convention in Santa Barbara last month, while upholding the trust fund setup, he expressed willingness to consider "something better" that will be "to the benefit of all locals."

THREE Chicago movie houses took in an estimated $28,000 July 2 when some 12,000 customers paid to see the Maxim-Robinson bout on a theatre TV network. Balaban & Katz, owner of the theatres, reported sell-out audiences at each movie house.

RATNER NAMED

Heads New Theatre TV Unit

VICTOR M. RATNER has been appointed director of Theatre Tele-Sessions, a new division of Theatre Network Television, Nathan L. Halpern, president of TNT, announced last Wednesday.

Mr. Ratner

Mr. Halpern said that TNT has established Theatre Tele-Sessions to develop national use of closed circuit television in the business and government worlds and for other organizations. Mr. Halpern said:

Theatre Network Television will continue its development of all programming aspects of theatre television as the only company exclusively devoted currently to production and distribution of theatre television programs.

Mr. Ratner, a former CBS executive, was vice president in charge of promotion and public relations for Macy's, New York, from 1949 to 1952, and in this post, he developed the "picture of the month" tie-in of motion pictures and merchandising in the retail trade.

From 1947 to 1949, Mr. Ratner was vice president in charge of advertising and promotion at CBS, and earlier was vice president of the Lord & Thomas Adv. Agency. In addition to his present position, Mr. Ratner will continue in promotion and public relations activities at the company bearing his own name.

The organization of Theatre Tele-Sessions follows TNT exploration of the closed circuit uses of theatre television, Mr. Halpern pointed out. He explained that TNT had pioneered the first closed circuit use of theatre TV in the morning hours three years ago and last year helped organize the first theatre TV use by the Federal Civil Defense Administration.

RACKMIL TO HEAD

Universal Pictures Co.

ELECTION of Milton R. Rackmil as president of Universal Pictures Co. to succeed N. J. Blumberg, chosen chairman of the board, was announced last Wednesday. Mr. Rackmil, president of Decca Records, had been elected to the Universal board July 8 at the company's annual stockholders meeting.

One of the founders of Decca in 1934, he has been president since 1949 and will continue in this post. Within the past year he negotiated purchases giving Decca 42% of Universal's common stock and a controlling interest. One was the purchase last month of some 134,375 shares of common stock from the General Cinema Finance Corp.

Why is every major network timing the Presidential Conventions with SELF WINDING CLOCKS?

Style 37-15" SS.
Sweep Seconds; Self Winding

Yes, all the major *radio* and *television* networks (and most independents) covering the Republican and Democratic Conventions in Chicago for nation-wide audiences are relying on Self Winding Clocks for the timing and synchronization of their programs. This also holds true for other *regularly* scheduled local and national programs.

Here's WHY –

- **Can be automatically synchronized on the hour***
- **Unaffected by AC power failures (self-powered)**
- **Install anywhere (AC power line not required)**
- **One clock or a complete synchronized clock system**

You, too, can have *dependable, exact* time-keeping for your local and national broadcasts. Send the coupon today for full particulars and free estimate on recommended installation to meet your requirements.

**U. S. Naval Observatory Time*

SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years

207 WILLOUGHBY AVENUE • BROOKLYN 5, NEW YORK

SELF WINDING CLOCK CO., INC.
207 Willoughby Ave., Brooklyn 5, N. Y.

Please send me complete information.

Name_____

Company_____

Street_____

City_____ State_____

ATFP-SDG PACT

New Benefits Authorized

ALLIANCE of TV Film Producers and Screen Directors' Guild of America agreed last Wednesday on a new collective bargaining contract effective today (Monday), after six months of negotiations.

Free lance directors will get $550 weekly minimum, an increase of $130, on one half-hour TV film per week; they reportedly had asked $600. First assistant directors will get $325 and second assistant directors $185.

For the first time directors will get extra payment for subsequent showings of TV films—a flat $275 upon fourth showing of each film in a given area, and for all subsequent runs. The contract runs to April 4, 1958, but must be ratified by SDG membership. For films of less than 30 minutes and other clauses agreement is not yet worked out, but both groups say they agree.

Meanwhile, Alliance's negotiations with Screen Writers Guild are said to be stymied because ATFP refuses to yield to SWG demands for sliding scale minimums and that residual rights principles be contained. SWG has refused to accept an ATFP counterproposal for additional payments for re-runs.

'TV CLASSROOM'

U. of Omaha Airs Courses

U. OF OMAHA's first venture into television has been proclaimed a success.

Twenty-seven homemakers from KMTV (TV) Omaha's area took final examinations in the first six-week course offered on the university's *TV Classroom*. In all, 110 students enrolled.

Classroom subject matter, for this initial effort, was an introductory humanities course. It was offered from 10:45-11 a.m., five days weekly.

A second effort, a course in "Political Parties and Elections," was scheduled for June-July. In August, student viewers will see "The World of Living Things."

Enrollment fees ranged from $1 to $15. The $15 enrollees took a final examination at the university and those who passed earned two college credits.

Galusha Promoted

MERL L. GALUSHA, former supervisor of farm broadcasting for WGY and WRGB (TV) Schenectady, has been appointed supervisor of production for WRGB, R. W. Welpott, manager of stations' operations for the General Electric Co.'s broadcasting department, announced last Wednesday. Mr. Galusha will head TV programming.

IRENE DUNNE, m.c. of CBS-TV's *Schlitz Playhouse of Stars*, before premiere of new series May 30, chats with (l to r) Edwin B. Self, adv. dir., Joseph Schlitz Brewing Co.; Robert A. Uihlein, Schlitz v.p.-secy.; Charles Glett, network services v.p., CBS Radio-TV Hollywood.

DISCUSSING test for TV reception in new Statler Hotel, L.A., by KLAC-TV Hollywood, are (l to r) W. R. Leber, construction v.p., Statler chain; Don Fedderson, v.p., gen. mgr., KLAC-AM-TV, pres., TV Broadcasters of Southern California Assn.; Robert W. Connor, KLAC-TV.

KPHO-AM-TV Phoenix Pres.-Gen. Mgr. John C. Mullins (l) shows camera to Jack Berch, ABC singing star, during Mr. Berch's stopover there on behalf of Child Safety Week. Star was seen and heard on KPHO-AM-TV. The former carries his ABC radio show.

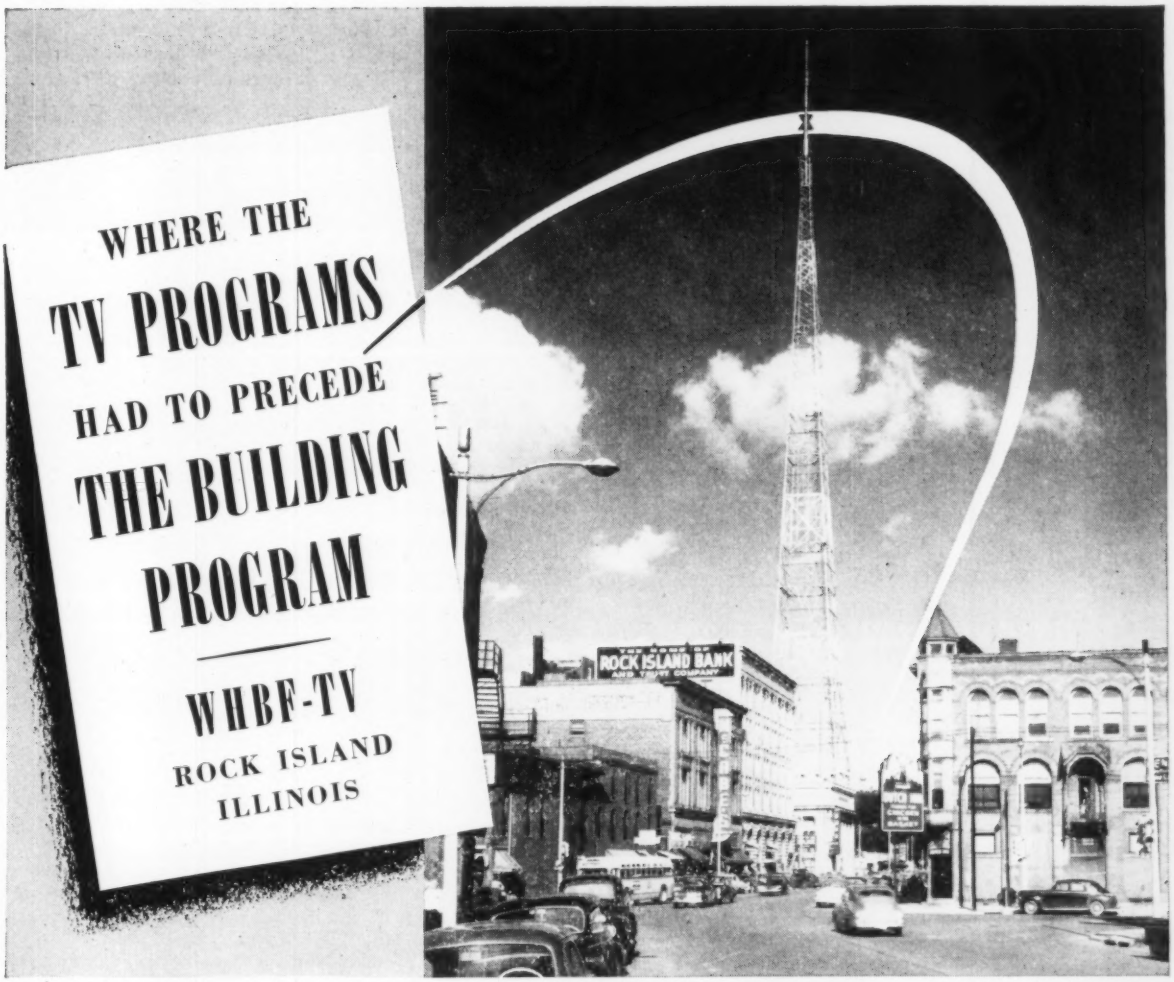
LINKING Bell Telephone Miami-Jacksonville coaxial cable to WTVJ (TV) Miami are (l to r) Lee Ruwitch, v.p. & gen. mgr., WTVJ (TV); Thomas W. Samuels, Bell installer, and Ray O'Connell, NBC station relations rep. The service was scheduled to begin July 1.

SIGNING 26-week contract for *Tommy Henrich Sports Show* on WJZ-TV New York are (l to r) Trevor Adams, gen. mgr., WJZ-TV; Harley W. Jefferson, pres., Waitt & Bond Inc., sponsor; Clarence Bracey, WJZ-TV acct. exec.; Tommy Henrich, former New York Yankees baseball star.

VISITING Charlotte, N.C., are CBS Television Spot Sales members and hosts (l to r): Seated, George McQuilkin, Kendall Mills, Charlotte; Frank Shakespeare, CBS New York; Mayor Victor Shaw, Charlotte; Jack Schneider, CBS New York; Tommy Thompson, CBS San Francisco. Standing, Art Elliott, CBS New York; H. W. Maier, CBS Memphis; Warren Abrams, CBS New York; Larry Walker, v.p., WBTV (TV) Charlotte.

TV film spots
animated & live action
tailor-made to your specifications
one minute
20 seconds
8 seconds
call...
Telescriptions
VICTOR BLDG. - STerling 4650
WASHINGTON 1, D. C.

XUM



WHBF's TV tower, with an overall height of 482 ft., was mounted on a specially constructed substructure 61 ft. high. Tower is designed to mount station call letters on all 4 sides, and carries an RCA custom-built, 5-section, Super Turnstile antenna.

Here is a situation that called for initiative and foresight—as well as unique design-engineering.

WHBF owns a downtown site on which they will erect a five-story building when material allocations permit. In the meantime, their TV license would be in disuse without proper antenna support. The problem was put up to Blaw-Knox . . . the solution is shown above—a permanent "tax-paying" base around which WHBF will eventually erect its new quarters.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX *Antenna* TOWERS

TV AND MOVIES

Schary to Discuss Today

TELEVISION's relationship to the motion picture industry will be pointed up by Dore Schary, MGM vice president in charge of production and studio operations, when he discusses "Hollywood's Future" at a Hollywood Ad Club meeting in the Hollywood Roosevelt Hotel today (Monday). Harlan Palmer Jr., ad club vice president and assistant publisher of the *Hollywood Citizen-News*, will preside.

Admitting that "attention is being given to television," MGM a fortnight ago announced that there are no immediate or contemplated plans at this time to produce films for the new entertainment medium. "The field of television production is one which will be examined and re-examined as times goes on," it was said.

New Telenews Clients

NINE more television stations, three of which are new clients, have contracted for the increased daily film footage of INS-Telenews. New clients are WCAU-TV Philadelphia, WOW-TV Omaha and KEYL (TV) San Antonio. Canadian Broadcasting Corp. also has completed arrangements for the weekly newsreel service for its new TV station in Montreal.

110,700 TV SETS

IN THE QUAD-CITY AREA

•

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad - Citians *well*—and advertisers *profitably*.

Les Johnson, V.P. and Gen Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

film report

Sales . . .

Van Camp Sea Food Co. Inc. Terminal Island, Calif. (Chicken-of-the-Sea tuna), started *Hopalong Cassidy*, hour-long feature films originally released by Paramount Pictures on KNBH (TV) Hollywood, July 15. The series will continue weekly until fall when the new *Hopalong Cassidy* TV film series is completed by **William Boyd Productions**, Newhall, Calif. The agency is **Brisacher, Wheeler & Staff Inc.**, San Francisco.

* * *

Negotiations have been concluded between **William F. Broidy Productions Inc.**, Hollywood, and **Radio Audizioni Italia**, the non-commercial Italian TV network, for the telecasting of 26 half-hour films in *Wild Bill Hickok* TV series. The deal was consummated by **William F. Broidy** and **Irving B. Fogel**, president of **Tempo Record Co.**, Hollywood representative for RAI. First stations in the proposed chain of eight are to be located at Milan and Terrino, starting operations in January 1953.

* * *

Vip Productions Inc., Hollywood, is completing four two-minute live action TV film commercials for **Joseph Schlitz Brewing Co.**, Milwaukee, for showing on CBS-TV *Schlitz Playhouse of Stars*. Agency is **Lennen & Mitchell Inc.**, Beverly Hills.

Distribution . . .

S. M. F. Productions Inc., headquartered at Eagle-Lion Studios, Hollywood, has acquired the distribution rights to *Pan-American Showtime*, TV series filmed in Mexico City by **Kemp-Brighton Productions**. Built around a musical tour of South America, the completed series of 13 half-hours co-stars **Gale Robbins** and **Bob Savage** and feature Latin-American recording artists. **Matty Kemp** directed from scripts collaborated on with **Seaton Miller**, vice-president of S. M. F.

* * *

Standard Television, Hollywood, headed by **Marcus Loew**, has acquired the TV distribution rights to "Diary of a Chambermaid" from **James Stacy**, co-producer of the feature film. Co-starred are **Paulett Goddard, Burgess Meredith** and **Judith Anderson.**

* * *

Berman Swartz and **Walter Doniger**, producing *Duffy of San Quentin* TV film series at General Service Studios, Hollywood, have concluded negotiations with **Jaffe Agency**, Bevery Hills, to handle sale and distribution of the half-hour film package.

* * *

Morton Television Productions, Chicago, has set up its own sales and distribution organization to handle the firm's TV film and transcribed radio package, *This Is The Story*.

Production . . .

Jack Douglas Productions, located at 1631 Vista Del Mar, Hollywood, is packaging two quarter-hour live TV football programs for fall release.

Monday Quarterbacks will feature **Bob Waterfield**, Los Angeles Rams quarterback, and his analysis of the previous day's Rams game. Football personalities will be introduced by sportscaster **Bob Kelly** and a telephone device is being perfected whereby viewers may call in questions.

Call The Coach, starting Sept. 13, spotlights Coaches **Jess Hill** (USC) and **Henry (Red) Sanders** (UCLA) analyzing whichever of their home games was played during the afternoon.

* * *

Tele-Voz Co., Mexico City, headquartered at Churubusco Studios, plans Sept. 29th production on *Judge Bean*, half-hour TV film series based on the true story of the judge who conducted court in his Red Lily Bar during the 1880's in Pecos, Tex. **Chill Wills**, the voice of "Francis, the Mule" in Universal-International feature films, will enact the title role. **Maurice Duke** and **Alberto Lopez** are co-producers.

* * *

Simmel-Meservey TV Productions Inc., Beverly Hills, subsidiary of Simmel-Meservey Co., will film *The Professor*, an ABC-TV package, at Churubusco Studios, Mexico City. Starring **Joseph Schildkraut**, the half-hour scripts are being written by **Arnold Phillips.** Producing as well as directing the first few films is **Edward Simmel.** The firm's parent company, recently associated with *Gloria Swanson Show* TV film series as distributors, has sold its remaining interest to Miss Swanson [B•T, April 21].

* * *

Stanley Bergerman, Hollywood talent agent, will produce *Paris After Dark*, half-hour TV film series, in and around Paris starting in mid-September. Casting will be done abroad for the programs which will depict the gamut of European life while geared to the American market. **Steve Sekely**, motion picture producer-director, most of whose experience has been in Europe, will direct.

* * *

Fullerton - Morrison Productions, headquartered at 5746 Sunset Blvd., Hollywood, has completed 13 quarter-hours in *Art As You Like It* TV film series. The art appreciation programs, filmed in color, feature world famous paintings and stories behind them, narrated by **Flovia Drazy.** Producer is **Talmage (Remi) Morrison** with **James Fullerton** serving as technical adviser-director-production manager. A total of 52 films is planned.

* * *

Saint Pictures Inc., temporarily headquartered at Hal Roach Studios, Culver City, has been formed with **Leslie Charteris** and **Gayle Gitterman** as partners. Production will begin within two months on *The Saint*, a half-hour TV film series based on Mr. Charteris' literary creation of the same name. He will adapt scripts and direct with Mr. Gitterman, associate producer on Hal Roach Productions' *Dramatic Hour* TV film series, producing. Negotiations are being concluded with **David Niven** to portray the title role.

* * *

Cathedral Films, North Hollywood, Calif., will dramatize the life of Jesus in a color feature film, "Day of Triumph." Production starts in September. Upon its completion and following theatrical distribution, the film will be offered in its entirety to TV for Christmas, Holy Week and Easter telecasts and then made available in episodes for regular TV programming. **Dr. James K. Friedrich** will produce from the story and script by **Arthur Horman.**

* * *

National Cotton Council, New York, in cooperation with the Assn. of American Soap & Glycerine Producers, same city, is planning production of a TV film on the simple procedure involved in laundering sheets. The production schedule and release date of the film—to be released non-commercially as a public service—will be announced at a later date.

* * *

Telepix Corp., Hollywood, has announced TV commercial productions for the following organizations:

Beaute Vues Corp & Wavall-Thermal, Burbank, two 60-second films through Hixson & Jorgensen Inc., Los Angeles, featuring Nutri-Tonic. American Gas Assn., New York, 12 20-second films. Consoli-

(Continued on page 91)

RANGERTONE

BEST FOR TV FILMS

USED BY →

BELL RECORDING COMPANY
112 West 89th Street
New York City

SYNC-SOUND
RANGERTONE
73 WINTHROP ST.
NEWARK 4, N. J.

PEARSON SHOW

WSAZ-TV Cuts Off Air

AT LEAST until after the November general elections, Drew Pearson, newspaper columnist and radio-TV commentator, will not be seen by viewers in the WSAZ-TV Huntington, W. Va., area. Decision to withdraw the time availability in that market was made by station officials after Mr. Pearson's telecast July 13.

The step was taken, according to L. H. Rogers, general manager of WSAZ, "in the public interest based upon Pearson's snide attack upon Gen. Eisenhower on religious grounds." In a message sent to Robert Kintner, president of ABC, Mr. Rogers stated, "where editorials are aired without station's prior consent we demand at least a full identification of opinions as such. Pearson consistently ignores this practice."

The decision applies only to television on grounds that in a single station market there is no choice but to watch the program. The Pearson radio show will be carried on WSAZ because "the audience has the right to switch off to other stations."

ABC, contending that no controversy can be settled by arbitrarily cutting a program off the air, said that as a matter of policy it "permits its commentators freedom of expression which it believes essential to freedom of the air." The statement continued:

"ABC does not censor its newscasters, analysts, or commentators because it feels that censorship in itself is evidence of bias which it has no desire or legal right to exercise.

"ABC does review program content for good taste, avoidance of obscene, indecent or profane language, avoidance of defamation, and for competent news authority."

Studio Stage Leased

UNDER a five-year lease negotiated by the Russell M. Seeds Co. with Chesapeake Industries, owners of the property, Stage C at Eagle-Lion Studios, Hollywood, will be converted into a 300-seat theatre, with lobby and balcony for filming of the NBC-TV *Red Skelton Show* and the new NBC-TV *Eddie Mayehoff Show*. Setup is expected to be ready for occupancy by Aug. 1.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS

RKO PATHE, INC.

625 Madison Ave.
N.Y. 22, N.Y. • PLaza 9-3600

Real Coverage

WHEN videowaves are reflected to the TV receiver by a cloud formation, you get freak reception — the kind that enabled WLWT (TV) Cincinnati's *Church by the Side of the Road* to be heard clearly in Cuba. The listener —Ramon A. Sanchez—reported he heard perfectly "the music and voices." The 1,700-mile span from Cincinnati to Matanza, Cuba, is some 1,630 miles greater than normal reception distance from a 500-ft. antenna, according to WLWT. Station claims reception from as far distant as Laredo, Tex., despite dwindling of signal over 50 miles from transmitter.

EDUCATIONAL TV

McGrath Supports at Geneva

PROGRESS of educational television in the United States was discussed last week by Earl J. McGrath, U. S. Commissioner of Education and advocate of that medium, in a report to world education leaders in Geneva, Switzerland.

Comr. McGrath reported on "Television as an Aid to Education" during the 15th International Conference on Public Education held under auspices of UNESCO. He told delegates that "educational leaders generally are agreed that television holds a vast potential for implementing teaching and for bringing a rich variety of new content-materials into the classroom." Educational TV reservations by the FCC last April also were explained.

Comr. McGrath is chairman of the U. S. delegation to the Geneva conference, which is jointly sponsored by the International Bureau of Education.

NBC FILM LIBRARY

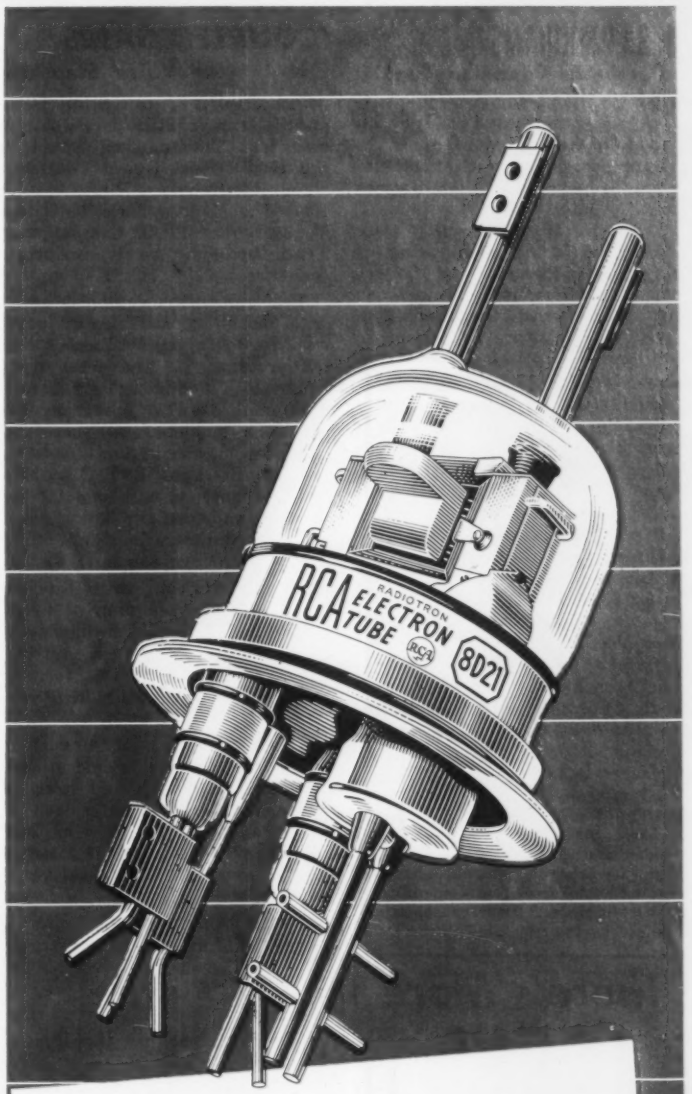
Will Lease Footage

NBC announced last week it would lease film footage from its film library of 15 million feet of footage to advertising agencies, producers and commercial film producers.

At the same time, NBC made available to advertisers, film producers, TV stations and other networks the NBC-TV film library index handbook, listing subjects ranging from "Academy" to "Zululand."

The film library, started in 1936, is valued at an estimated $1 million. Some 50,000 feet of footage a week are being added to the current 15 million feet.

The index contains 2,200 main subjects, each of which is catalogued under various subheadings.



The tube that "wears spectacles"

Electronic spectacles, so to speak—built right into the tube itself!

Using a unique arrangement of beam-forming electrodes, RCA engineers have combined in this tube advanced principles of electron optics and of cooling to make a push-pull power tetrode *that can handle inputs up to 10 kw in the VHF band.* The techniques used in the 8D21 made high-power television a practical reality!

Power tube development is just one phase of RCA's program to bring you new and better tubes for broadcast operations.

For deliveries in minimum time, call your local RCA Tube Distributor.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

U. S. PROGRAMS

Dominate Canadian Top 10

EIGHT of ten leading evening network programs heard in June on Canadian stations were of U. S. origin, according to the national rating report of Elliott-Haynes Ltd., Toronto.

Leading 10 programs were *Charlie McCarthy* with rating of 25.1, *Hour of Romance and Mystery* 22.2, *Our Miss Brooks* 21.2, *Doris Day* 20.6, *Twenty Questions* 18.0, *Great Gildersleeve* 17.4, *Suspense* 16.1, *Share the Wealth* 15.1 (Canadian), *Club 15* 13.3, and *Treasure Trail* 13 (Canadian).

Five leading daytime programs were *Ma Perkins* 15.3, *Big Sister* 15.1, *Pepper Young's Family* 14.5, *Right to Happiness* 14.1, and *Road of Life* 13.9.

In French-language programs leading five evening network shows in June were *Un Homme et Son Peche* 36.1, *Metropole* 28.9, *Radio Carabin* 27.2, *La Raconteur de Chez Nous* 19.3 and *La Pause Qui Rafraichat* 18.7. Leading five daytime French shows were *Rue Principale* 24.5, *Jeunesse Doree* 24, *Je Vous ai Tant Aime* 23.4, *Francine Louvain* 22.2, and *La Metairie Rancourt* 19.8.

POINT of sale promotion campaign designed to encourage radio service dealers and phonograph technicians to service Victrola phonographs with genuine RCA Victor replacement crystal cartridges and styli has been announced by the company's Tube Dept.

There's More SELL on . . .

WRNL

RICHMOND VIRGINIA

910 KC — 5 KW

ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

'COURIER' SAILS

As 'Voice' Steps Up

ATTENTION of top State Dept. and Congressional leaders was riveted last Thursday on a ship—the U. S. Coast Guard *Courier*—which left Hoboken, N. J. Destination: The Mediterranean. Mission: To carry the U. S. Campaign of Truth by radio to Iron Curtain countries.

The transmitter-equipped vessel will anchor at a "friendly port" and start relaying Voice of America programs to those countries. If Soviet jamming persists, it will seek another port of operation. The *Courier* completed a successful shakedown cruise in South America two months ago [B•T, May 26]. Ship is equipped with one 150 kw medium wave and two 35 kw shortwave transmitters.

Congress has withheld funds for additional projects until it is assured that the seagoing radio relay station is worth the money to build it. And State Dept. authorities are certain that this form of shortwave broadcasting is a vital link with the Russian people.

The U. S. will accent the positive—shortwave radio broadcasting—in the continuing cold war of propaganda as an aftermath of American action last week suspending publication of the Russian-language publication *Amerika* in the Soviet Union.

Dr. Wilson Compton, International Information Administrator, served notice on the Soviet that the U. S. will "do everything we can to make the Voice of America more effective in reaching the Russian people." Radio is the only American link with the Russian citizenry, department officials frankly acknowledged.

Foy D. Kohler, chief of the International Broadcasting Services (VOA), said the U. S. will seek to blast through the Iron Curtain by various means. Among the techniques he cited were better engineering methods, over a dozen new transmitters in strategic locations and general electronic improvements. The U. S. Coast Guard *Courier*, a floating radio relay station, also will be placed in action.

The role of shortwave radio transmission was re-emphasized in statements by Dr. Compton and Mr. Kohler after the U. S. ordered Russia to suspend its propaganda publications in America. The action was taken in retaliation for Soviet curbing of the magazine *Amerika* at distribution and sales levels.

Dr. Compton said signal power to the USSR would be stepped up through a "powerful" new transmitter being built in Munich, and a new program production center for relaying broadcasts to Russia.

NATIONAL NIELSEN-RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes, and including Telephone and Non-Telephone Homes)

NIELSEN-RATING*—Regular Week, June 1-7, 1952.

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)		(4.7)
1	Walcott-Charles Fight (NBC)	14.4
2	Jack Benny (CBS)	9.1
3	Charlie McCarthy Show (CBS)	8.4
4	Lineup, The (CBS)	7.7
5	Fibber McGee and Molly (NBC)	7.5
6	Romance (CBS)	7.5
7	Dragnet (NBC)	7.3
8	Suspense (CBS)	7.2
9	Arthur Godfrey's Scouts (CBS)	7.1
10	Broadway Is My Beat (CBS)	7.0
EVENING, MULTI-WEEKLY (Average For All Programs)		(2.7)
1	One Man's Family (NBC)	4.8
2	News of the World (NBC)	4.6
3	Lone Ranger (ABC)	3.6
WEEKDAY (Average For All Programs)		(4.0)
1	Romance of Helen Trent (CBS)	7.5
2	Our Gal, Sunday (CBS)	7.2
3	Right to Happiness (NBC)	7.1
4	Pepper Young's Family (NBC)	6.7
5	Backstage Wife (NBC)	6.7
6	Wendy Warren 'n The News (CBS)	6.6
7	Ma Perkins (CBS)	6.3
8	Big Sister (CBS)	6.2
9	Arthur Godfrey (Liggett & Myers (CBS)	6.2
10	Guiding Light (CBS)	6.1
DAY, SUNDAY (Average For All Programs)		(2.1)
1	Martin Kane, Private Eye (NBC)	3.9
2	Hollywood Star Playhouse (NBC)	3.8
3	Shadow, The (MBS)	3.7
DAY, SATURDAY (Average For All Programs)		(3.0)
1	Theatre of Today (CBS)	5.3
2	Grand Central Station (CBS)	5.1
3	Stars Over Hollywood (CBS)	4.9

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1952 by A. C. Nielsen Company

CBS-RWG Agree

CBS Hollywood and Radio Writers Guild, following months of negotiations, reached agreement last week on a new collective bargaining contract calling for a weekly minimum of $130 for senior news and continuity writers. News writers employed a year or less receive $110 per week. Continuity writers agreement is retroactive to Nov. 1, 1951, and that for news writers last Feb. 1. Improved working conditions also are included.

AMORTIZATION

WWDC Asks Tax Relief

WWDC-AM-FM Washington has applied to the government for rapid tax amortization on power supply equipment to be used in connection with its emergency broadcast activities.

The application was filed by Capital Broadcasting Co., WWDC licensee, with the Defense Production Administration, under which the tax program for new or expanded facilities falls. It was one of the few instances in which a broadcaster had filed for tax relief normally accorded to electronic manufacturers, and the first to be publicly listed by DPA.

Capital stressed the essentiality of the radio broadcasting industry and proposed to invest $7,000 for the equipment. DPA listed the application as still pending in a compilation of bids through June 20, under a general heading "Radio Broadcasting, Including Facsimile."

Generator was ordered to cover any failure of power supply from the Potomac Electric Power Co. WWDC is a key station in the Conelrad broadcast alert plan devised by the Air Force and FCC in conjunction with the Federal Civil Defense Administration. It operates 24 hours daily with 5 kw on 1260 kc.

DPA policy is to grant tax certificates of necessity for production directly related to defense, and for items closely connected or essential to defense, or the nation's welfare during an emergency. Among other categories listed for relief are such industry groups as telecommunications, phonograph and related products, radio tubes, telephone and telegraph equipment, and other communication equipment.

Certificates of necessity are commonly, but mistakenly, described as tax writeoffs. Actually, under the 1950 Revenue Act, its beneficiaries may take five years (instead of the old 25) to amortize equipment and facilities on the basis of depreciation. DPA practice is to authorize a certain percentage of each project for the five-year period.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossip Announcements, Man-on-the-street interviews

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance

USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

Film Report

(Continued from page 88)

dated Cosmetics, Chicago, four 60-second and three 20-second films through Tim Morrow Agency, featuring Lanolin Plus. MacMillan Petroleum Corp., Los Angeles, one 60-second film through Roy S. Durstine Inc. O'Keefe & Merritt Co., that city, three 60-second and three 20-second films through Richard B. Atchison Adv., featuring gas ranges.

* * *

Sam Sax, former chairman of the board for Warner Bros. Ltd., London, is concluding negotiations whereby he will acquire TV film rights to 52 short stories by **Robert Louis Stevenson** from the author's estate and relatives. Plans call for fall production on a half-hour TV series, to be filmed in England.

Film People . . .

Alexander Bisno, stockholder in **Snader Telescription Corp.**, Beverly Hills, has been elected president of **Snader Telescriptions Sales Inc.**, that city. He succeeds **Reub Kaufman** who resigned to head **Guild Films Inc.**, his own distribution firm.

* * *

Nat Wineoff, head of the TV department for **Arena Stars Inc.**, Beverly Hills artist managing and program packaging firm, has resigned to coordinate American television film production in Mexico. Working with him is **Alberto Lopez**, producer with Churubusco Studios, Mexico City.

* * *

David L. Wolper, vice president in charge of West Coast operations for **Motion Pictures for Television**, and **Toni Carroll**, singer, were married July 11.

Miscellany . . .

Six films starring **Hattie McDaniel** as "Beulah" will be shown on ABC-TV during last two weeks in July and month of August in place of the regular *Beulah*, which is vacationing. **Louise Beavers**, in the title role of "Beulah," will return for the regular telecast on Sept. 2. Films and regular *Beulah* series are sponsored by **Procter & Gamble** for Dreft and Oxydol. Agency is **Dancer-Fitzgerald-Sample**, N. Y.

* * *

Transworld Productions Inc., Beverly Hills, formed to package radio programs, is completing plans to enter TV film production. The firm's president, **Lester Linsk**, talent agent, has signed **Lloyd Nolan**, former star of NBC-TV *Martin Kane*, for the lead in a projected series.

* * *

Sheldon Reynolds, producer of *Foreign Intrigue*, half-hour TV film series, has leased studios and established production units in Paris and Stockholm and will continue filming abroad.

* * *

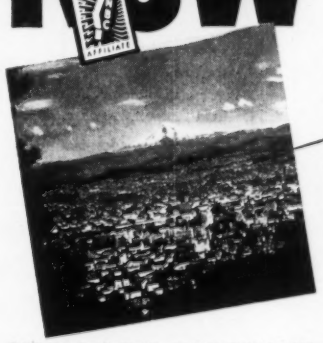
Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., has launched "Talk of the Trade," mimeographed bulletin of "Facts and Figures on Filmed Television" which the company plans to distribute monthly to advertising agencies and their clients.

WFEC Policy Shift

HERB SCHORR, general manager, WFEC Miami, Fla., announced last week that the station has switched to a policy of all-Negro programming. Since its opening in April, 1949, WFEC has aired a general program schedule, with heavy emphasis on a three-hour afternoon disc jockey show entitled, *The Ebony Express*. Success of this program influenced the change in policy. Staff additions are now being made and include Negro talent.

STORY in July issue of *Harper's Magazine* described FCC investigation of news handling by KMPC Los Angeles, WGAR Cleveland and WJR Detroit when stations were owned by late G. A. Richards, who was accused of misusing stations to further his personal political and economic beliefs. FCC since has renewed the stations' licenses and approved transfer of control to Mr. Richards' widow.

KGW



THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

RUPPERT SALES

Radio-TV Brings 'Comeback'

ROLE of radio and television in helping to effect the successful "comeback" in sales by the Jacob Ruppert Brewery was described by Herman A. Katz, vice president and director of sales for the company. He spoke at a luncheon meeting of the Sales Executive Club of New York last Tuesday.

In tracing Ruppert's history since the brewery was founded in 1867, Mr. Katz noted that sales volume had declined before 1951. One of the problems facing the company, when it decided to launch Knickerbocker, he said, was media selection.

"Since our advertising budget was not as large as competitors," he continued, "it was agreed that rather than dissipate our strength through all media, our policy would be to dominate as much as we could those media we did use." Radio was chosen to kick off the promotion campaign March 1, 1951.

"Using most of New York's radio stations, we launched a saturation campaign of spot announcements," Mr. Katz said. "No fancy jingles, but hard selling, reason-why copy. This campaign of spots, plus news programs, pulled us off the ground—but fast."

On television, Mr. Katz added, Ruppert used *Broadway Open House* to sell Knickerbocker. He noted that although Dagmar could not be described as "less filling" (one of the beer's sales points) she "did sell beer."

The Knickerbocker introductory campaign has been highly successful, Mr. Katz declared. He noted that the 1951 sales and advertising programs gave the year a $180,000 profit against a $1,610,000 loss in 1950.

Allan Adams, president, Adams Corp. of Beloit, Wis. (snack foods), credited television with helping to create a larger market for his industry. Mr. Adams said his 1951 sales figures—amounting to some $10 million—were 143% over 1950. He attributed this increase in large part to the ever-growing trend of TV-encouraged home entertainment.

'Voice' Summary

WEEKLY report summarizing content of Voice of America broadcasts overseas has been inaugurated by the Dept. of State as a means of keeping the U. S. public informed on the international information program. The report, *The Voice of America This Week*, was developed at the request of the Radio Advisory Committee of the U. S. Advisory Commission on Information. It contains excerpts and digests of VOA scripts dealing with major themes each week.

EDGAR BERGEN, CBS Radio star, headlined the annual Aquatennial Show sponsored by WCCO Minneapolis in that city July 12.

N.Y. NEGRO AUDIENCE

Largest Claimed by WLIB

WLIB New York claimed last week it has the largest Negro audience in the metropolitan New York area. General Manager Harry Novik said this claim is based upon a recent Pulse survey measuring the radio listening of Negro families in the New York area between the hours of 7 a.m. and 12 noon Monday through Friday.

The Pulse report indicated that WLIB led in Negro listeners between the hours of 7 a.m. and 10 a.m. and had a large proportion of the 11 a.m.-12 noon audience, WLIB pointed out. WLIB broadcasts 57 hours of Negro programming each week, which is said to be the most time alloted for such programming in the New York area. One program featuring Walter White, executive director of the National Assn. for the Advancement of Colored People, is being syndicated nationally by WLIB. It is now heard regularly on WIP Philadelphia, KFWB Hollywood, WWDC Washington, KWK St. Louis, WWJ Detriot, WBMS Boston and WCFL Chicago.

STOKLEY VAN CAMP, through Calkins & Holden, Carlock, McClinton & Smith, N. Y., and Goebel beer, through Brooke, Smith, French & Dorrance, same city, have assigned Phil Davis Musical Enterprises Inc., N. Y., for musical trademarks to be used in radio-TV campaigns.

Mr. Robert Gibbons
Cleveland Broncho Fan
Lang, Fisher & Stashower
Cleveland, Ohio

Dere Bob:

While our news edutor is out in Chi. this wk. for the Democratic convenshun, our sports man is bizy with th' Chas. Senators in th' Class AAA Amurican Assn. Our city is rite proud to be in biz company with such places az Minneapolus, Louisville and other places like thet. Ov course, we're alreayz thot Chas. was a big place 'cause they're so much bizness done here. And we're rite proud ov WCHS with 5,000 at 580 'cause Mr. BMB sez we got more W. Va. listeners then any other station in th' state. Sure keeps me bizy a'workin' here; Mr. Carlings refreshments come in handy these summer days.

Yrs.,
Algy.

WCHS
Charleston, W. Va.

UTILIZING the trading stamp discount plan, Broadcast Merchandisers Inc., Hollywood, is offering stations on an exclusive franchise market basis, a new retail merchandising and sales promotion package. Identified as the "Magic-Kash Plan" it includes Magic Stamps which broadcasters issue to retail advertisers. Consumers receive 2% in stamp value of their purchases. Stamps saved give the consumer premiums ranging from $1 to $50, depending upon the number accumulated. Stamp saving plan is plugged by the advertisers on their individual programs.

MUSICAL MEDICINE

MUSICAL cure-alls provide a theme for a new show added to the schedule of WPAZ Pottstown, Pa. *Dr. Rhythm and Nurse Melody*, broadcast each Saturday afternoon stars David Platt and Laura Gearhart. "Dr. Rhythm" prescribes the musical medicine of every case "Nurse Melody" gets over the telephone.

RADIO-MAGAZINE TIE-IN

POSTERS advertising WIP Philadelphia's airing of the national political conventions are being issued each week by *U. S. News and World Report* in a joint promotion sponsored by the station and the magazine. Station in turn plugs the magazine's coverage of the political meetings.

the player

Capitol's new, low-cost open end dramatic show

15 minute dramas—mystery, comedy, adventure, westerns
—easier to program
—easier to sell!

Audition discs and brochures available now!

CAPITOL RECORDS
Distributing Corp.
BROADCAST SALES DIVISION
1453 No. Vine, Hollywood 28, Calif.

programs promotion premiums

DRUGGISTS USE RADIO

THIRD part of merchandising campaign being used by Philadelphia Assn. of Retail Druggists, began July 16 on the *Skipper Dawes Show* on WFIL Philadelphia. In addition to point-of-sale and direct mail promotion, a daily phone call with cash prizes for correct answers has become a regular feature of Mr. Dawes' program. Person called is selected from entry blanks obtainable at any of the 1,100 PARD stores in the area.

PUBLIC SERVICE SERIES

NINE-week series of *Light Opera Previews* is being aired this summer by KQV Pittsburgh. Programs, broadcast each Sunday, feature music and stars from the Civic Light Opera productions at Pitt Stadium. Fidelity Trust Co. of Pittsburgh is sponsoring the series as a public service to increase interest in the Civic Light Opera.

RADIO PLUGS PERSONALITY

TWO week "teaser" campaign combining radio spots and newspaper ads was used to introduce Bill Jackson, new early morning man on WPTF Raleigh, N. C., to radio listeners. The announcer transcribed his own spot announcements which were aired by the station. Ads announced that "BJ is coming." WPTF claims the campaign aroused great interest and built a ready-made audience for Mr. Jackson's show.

MOVIE PROMOTION

MOVIE trailers are being utilized by WTOP-TV Washington to promote "the greatest stars of radio and television" who are featured on the station. Trailers are shown for a two-week period six times daily in two of the downtown theatres. Names of stars which appear on WTOP were listed in the promotion.

JULY 4TH DOCUMENTARY

EFFORT to hold down traffic deaths in Ohio over July 4th weekend was made when WGAR Cleveland presented a special documentary entitled *Unwanted First*, dramatizing the state's rank of first in the nation per capita on highway deaths over the Decoration Day holiday. Broadcast was aired on the eve of July 4th. Station states the *Cleveland Press* editorial page lauded the program and its attempt to shock Ohioans into a sane Fourth of July.

KEX CONTEST

CONTEST which asked listeners to write "Why we should give blood to the blood bank" was recently conducted on KEX Portland, Ore. on *Oregon Farm Hour* show and drew response from 18 counties in Oregon and Washington, according to a station report. A Westinghouse alarm clock radio was presented to the winner, Mrs. T. H. Schutte, who resides in Ashland, Ore.

WOR-TV DINNER PROGRAM

PRE-THEATRE dinner program designed as a lead-in to *Broadway TV Theatre* will be introduced by WOR-TV New York on Aug. 4. *TV Dinner Date* will be seen daily from 6:30-7:30 p.m. and will feature newscaster John Wingate as host with news and Broadway chatter, a 20-piece orchestra and a talent search in which the same contestants will appear nightly for a week with the winner appearing on WOR-TV the following week to promote the program.

DODGERS ON WLEU

BASEBALL fans in Erie, Pa., have been given a chance to hear games played by the Brooklyn Dodgers on WLEU Erie. Station has been carrying Pittsburgh games for the current season but Dodger broadcasts represent the first time another National League team has been heard in the city. To promote the event, station used large window display cards featuring names, numbers and pictures of players.

'SURVIVAL' TELECASTS

NEW program titled *Operation Survival*, designed to acquaint viewers with ways to survive any surprise air attack is being telecast weekly on WMAR-TV Baltimore. Each Saturday, the show features interviews, lectures and demonstrations with particular stress on atomic warfare. Telecasts are conducted by William J. Muth, former aide de camp to the chief chemical officer, U. S. Army.

HEALTH SERIES

SERIES of weekly health features on TV has been arranged by WTMJ-TV Milwaukee in cooperation with the city's health department. Quarter hour presentation will be seen each Friday with Dr. E. R. Krumbiegel, Commissioner of Health, and members of his staff appearing on all programs. Visual material will be used for each topic covered during the series.

CHILDREN'S PROGRAM

RADIO Commission of the Southern Baptist Convention began a series of fifteen-minute telecasts July 18 on WSB-TV Atlanta. Weekly programs are primarily for children and feature Bible stories, chalktalks and flannelgraphs. Youth leaders from the Atlanta area will participate in the live telecasts and a group of children will be in the studio to take part in each program.

COOL PROMOTION

RESIDENTS of Kalamazoo, Mich., will "literally take the shirts off their backs for WKZO in Kalamazoo" according to station reports. Inspired by a heat wave, salesman at the station dreamed up "Sport Shirt Day" to keep themselves cool but their idea was not limited to their own group. Merchants in the city soon picked up the idea and backed it with a spot campaign which terminated July 3 when a reported 92% of the population wore sport shirts for the day.

'SUNBURST' REPORT

MID-JULY report on "Operation Sunburst," WLWT (TV) Cincinnati's summer audience and sales promotion, shows 102 new accounts and 116 sales, John T. Murphy, station vice president, relates. Distribution of entry blanks for "If I were President" contest, which highlights the promotion, continues with 500,000 forms on drug, grocery and oil station counters throughout Cincinnati, Dayton and Columbus. Top prize will be a $25,000 home.

WBAL DRAWS CROWD

LARGEST number of people ever to attend Gwynn Oak Amusement Park in Baltimore turned out for WBAL Day held there last week, according to the station. 30,000 visitors were treated to radio broadcasts presented from the park, collected prizes, met radio and television stars and had an opportunity to see themselves on TV. Climax to the day came when park officials renewed their original 13-week contract with WBAL-TV which will carry commercials through September.

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A Service of Radio Corporation of America
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in the public interest . . .

WWNC Asheville staffers remained on the job throughout a 20-hour search for a 22-month-old son of a local physician. The boy had strayed from his home into nearby mountainous terrain. WWNC reported progress of the search through on-the-scene taped recordings. When the boy finally was found, dirty and scratched from the underbrush, but otherwise unharmed, WWNC was the first to announce his safe return.

* * *

WWRL Aids Blind

WWRL Woodside, L. I., has designated today (Monday) as "Associated Blind Day." Every station break and scheduled program, from 7 a.m. to 1 a.m., sign-off time, will be used to broadcast appeals in behalf of Associated Blind, national philanthropic organization to assist sightless persons. Work-therapy program and social services conducted by the charity will be discussed by Irving M. Sellis, blind president of Associated Blind, on a special program during the day. Appeals will be translated for use on the many foreign language programs carried by the station.

* * *

KXOK Obtains Hay

CHARLES STOOKEY, KXOK St. Louis' farm director, was instrumental in obtaining badly-needed hay for Missouri, St. Francis County farmers. Weeks of dry, hot weather had burned out hay in southeastern Missouri. County Agent W. S. Romberg, of St. Francis County, asked Mr. Stookey for help. Mr. Stookey aired the request on his program, *Town and Country*. Immediately following the broadcast, a Bunker Hill, Ill., farmer phoned to offer extra hay. St. Francis County farmers were quick to accept.

* * *

Olympic Drive

TEAMING with its newspaper affiliate, the *Idaho State Journal*, KJRL Pocatello, Ida. helped raise $1,000 to send the state college boxing coach, Milton (Dubby) Holt, to the Olympic games in Helsinki. Newspaper provided advance promotion on the station's *Marathon of Music*, which featured local sports figures working as disc jockeys for pledges. Program was billed as an all-night vigil, starting at 10 p.m., but ended at 2 a.m. when pledges hit the $1,000 goal. Campaign originated with Vince Anselmo, *Journal* sports editor and KJRL sportscaster. Dick Wright, KJRL production manager, and Bob Paulos, *Journal* city editor and newscaster, produced the show.

* * *

TV Producer Honored

BOB JONES, producer, WMAR-TV Baltimore, has been honored by the National Rehabilitation Assn. Citation accompanying the award reads "For meritorious service to the disabled through the production and direction of the nation's first series of television programs dedicated to the courageous people who have come back and have made their successful adjustment in life by overcoming physical handicaps."

* * *

Safety Message

WPEP Taunton, Mass., conducted a special traffic safety campaign over the July 4th weekend. Among other special efforts, station obtained permission of national and local sponsors to use their regular commercial time for a safety message. This resulted in a total of 356 spot safety messages over the four-day weekend. WPEP gave special credit to Jane Lawrence, WPEP copywriter.

* * *

KXIC Aids Search

KXIC Iowa City, Iowa, interrupted its July 7 coverage of the GOP convention to appeal for volunteers to aid the search for a missing four-year-old boy. The child had wandered from his parents' home on a bank of the Iowa River. KXIC reporters Bob Shafter and Ken Cessna raised 100 volunteers through three appeals.

* * *

Mercy Mission

WHEN News Director George Theeringer of WRBL Columbus, Ga., relayed on his newscast a plea from a young lady who was trying to replace five pints of blood given to her ailing father, listeners pledged 50 pints before the program was over, according to the station.

* * *

Wheels Roll

STAMP project was launched by Virginia Patterson, WHIO-TV Dayton, Ohio, personality to provide an Autoette for a young man unable to walk all his life. Mrs. Patterson appealed 18 months ago on her show for Ohio tax stamps which, when collected for charitable purposes, are redeemed by the state at $3 for each $100 work of stamps. Contributions enabled Mrs. Patterson to turn over $100 to Earl Wright of Fairborn, Ohio, with which he purchased the Autoette. Her stamp fund now totals $1,000 in cash—or about $33,333 in stamps—to be used for handicapped individuals.

* * *

'Seeds for Democracy'

BILL ARTHURS, head of the 1952 "Seeds for Democracy" drive in Ohio and news director of WRFD Worthington, has closed a statewide campaign highlighted by a donation of more than 45,000 seed packages from rural Ohioans to people of the Philippines. The seeds are to be shipped to the Committee for Free Asia in San Francisco for distribution in the Philippines. Mr. Arthurs received a congratulatory note from Mrs. Franklin D. Roosevelt.

* * *

WCBS-TV Contributions

TIME worth $238,082 at current rates was contributed by WCBS-TV New York to civic and non-profit organizations during the first quarter of 1952, Clarence Worden, director of public service and educational programs, has reported. He said the total was almost 100% higher than that for the same period last year, and estimated that on a 12-month basis it would represent approximately a million dollars worth of time. During the first three months, a breakdown showed, the station gave educational, governmental and charitable organizations 423 station breaks, 171 participations, 14 features and 35 full programs.

* * *

Coroner Speaking

WKAP-AM-FM Allentown, Pa., strengthened its safety campaign over the July 4th weekend by transcribing a message from the county coroner, who told listeners, "Have a good time but stay alive. I don't want to have to investigate your death."

* * *

WTBC Prize Donation

WTBC Tuscaloosa, Ala., sent $145 to a needy neighbor of the person who actually won the cash award through a quiz program. For Leeds Jewelers, a local firm, WTBC conducts a telephone quiz show. When the station phoned a woman who was able to answer the riddle correctly, the winner directed the station to send the award to a neighbor who has been suffering from an incurable disease. Bert Bank, WTBC partner-manager, commented, "This is an outstanding gesture on the part of the winner and it makes one appreciate more how wonderful it is to live in America, where people are considerate of their fellowmen."

* * *

WLWT (TV) To Rescue

WHEN polio felled 7-year-old Linda Lee Parsley and marred her birthday celebration, two female emcees at WLWT (TV) Cincinnati came to her rescue. Little Linda had tickets to the station's *Morning Matinee* and appeared more concerned at missing the program than over her illness. When word reached emcee Judy Perkins, she promptly dispatched the show's traditional birthday cake to General Hospital. Miss Perkins and Ruth Lyons also joined in a birthday greeting during the program.

* * *

KECA-TV Telethon

TELETHON to garner donations to the Cerebral Palsy Fund, held May 27-28 on KECA-TV Los Angeles, has resulted in receipt up to last week of $336,000. This brings total to $40,000 over the $285,000 that was originally pledged, according to Donn B. Tatum, association president and director of television for ABC Western Div.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In RETAIL SALES

GREENVILLE $167,610,000

Columbia 146,483,000

Charleston 135,000,000

Sales Management 1952

MAKE IT YOURS WITH WFBC 5000 WATTS

The News Piedmont Station, Greenville, S. C.

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Represented by Avery-Knodel

KWK delivers too!

Yes . . .

KWK delivers to its sponsors the most welcome package of all . . . the St. Louis radio audience at KWK's LOW—low cost per 1000 radio homes delivered.

Your Katz man

has the bundle of facts.

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KWK

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RADIO SELLING

Mitchell to Conduct

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, New York, will conduct two intensive three-day workshops in radio selling at the local level in the July 30-Aug. 6 period.

From July 30 through Aug. 1 Mr. Mitchell will hold the first session at the U. of Denver. The second session will be conducted under the sponsorship of the U. of Washington, Seattle, on Aug. 4-6. The workshops will include lectures, demonstrations and discussions.

'Appreciation Picnic'

PERSONNEL of 11 Detroit radio and television stations were to be guests yesterday (Sunday) at an "appreciation picnic" sponsored by the Navy Recruiting Station in cooperation with the Naval Air Station at Gross Ile.

WVOP Change

INITIAL decision looking toward the grant of the application of the Vidalia Bestg. Co. to change facilities of WVOP Vidalia, Ga., from 1450 kc with 250 w unlimited to 970 kc, 1 kw daytime only, has been issued by FCC Hearing Examiner Elizabeth C. Smith.

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FCC actions

JULY 10 THROUGH JULY 18

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

July 10 Decisions . . .

COMMISSION EN BANC

Set for Hearing

Azalea Bestg Co, Mobile, Ala.—Designated for hearing application for new AM station on 1340 kc, 250 w unl.

WATM Atmore, Ala.—Designated for hearing application to increase power from 250 w to 1 kw-D on 1580 kc; made WPMP Pascagoula, Miss., party to proceeding.

John C. Pomeroy, Pontiac, Mich., William R. Reed, Pontiac, Mich., and WSTR Sturgis, Mich.—Designated for consolidated hearing applications of Mr. Pomeroy and Mr. Reed, each requesting new AM stations on 1460 kc, 500 w-D, with application of WSTR to increase power from 500 w to 1 kw-D, on 1460 kc.

WFTW Ft. Walton, Fla.—Upon petition of WDHL Bradenton, Fla., designated for hearing application of WFTW Inc. for new AM station on 1490 kc, 250 w unl.; made WDHL party to proceeding.

AM—920 kc

WTND Orangeburg, S. C.—Granted CP to change frequency from 1270 kc to 920 kc 1 kw-D.

To Reduce Power

WHWD Hollywood, Fla. — Granted mod. CP to reduce power from 1 kw to 500 w-D on 1320 kc, and for approval of ant., trans. and main studio location; engineering conditions.

To Remain Silent

WCAL-FM Northfield, Minn.—Granted authority to remain silent for 6 months from July 11, pending study and formulation of future plans.

WMBI-FM Chicago—Granted authority to remain silent 90 days from July 11, pending study and formulation of future plans.

July 10 Applications . . .

ACCEPTED FOR FILING

AM—1550 kc

WHBS Huntsville, Ala.—Mod. CP, as mod., which authorized frequency change, power increase and DA-DN, to increase D power from 1 kw to 5 kw.

License for CP

WFSI (FM) Lakeland, Fla.—License for CP, as mod., which authorized new non-commercial educational FM station.

Seek Completion Date Extensions

WRGA (FM) Rome, Ga.—Mod. CP, which authorized new FM station, for extension of completion date.

WJAR-FM Providence, R. I.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

License Renewal

WROL Knoxville, Tenn.—Renewal of license.

TENDERED FOR FILING

AM—570 kc

WFVG Fuquay Springs, N. C.—CP to change frequency from 1460 kc to 570 kc, and decrease power from 1 kw to 500 w.

July 14 Applications . . .

ACCEPTED FOR FILING

Change Antenna System

WBAM Montgomery, Ala.—Mod. CP which authorized new AM to make changes in ant. system.

AM—970 kc

WVOP Vidalia, Ga.—CP to change from 1450 kc w unl. to 970 kc 1 kw D. AMENDED re: new programming.

License Renewal

WBEX Chillicothe, Ohio—Requests renewal of license.

TENDERED FOR FILING

Change Transmitter Location

WLIB New York—CP to change trans. location, ant. and ground system.

July 15 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WFYC Alma, Mich.; WJBK Detroit; WJR Detroit; WXYZ Detroit; WCNC Elizabeth City, N. C.; WOHI East Liverpool, Ohio, WMRN Marion, Ohio; WTOD Toledo, Ohio.

Change Studio Location

WHOS-FM Decatur, Ala.—Mod. license to move main studio from 2nd St., West near Decatur to 212 Jackson St., Decatur.

License for CP

WOPI-FM Bristol, Tenn. — License for CP which authorized changes in trans. location and decrease height of ant. above average terrain.

July 16 Decisions . . .

BY BROADCAST BUREAU

Change Antenna System

KEYL (TV) San Antonio, Tex.—Granted mod. CP to change ant. system.

FM—97.1 mc (Ch. 246)

WBZA-FM Springfield, Mass.—Granted license covering changes in existing FM: 97.1 mc (Ch. 246) 8.7 kw 150 ft.

Extension of Completion Date

WTTV (TV) Bloomington, Ind.—Granted mod. CP for extension of completion date to 1-30-53.

FM—92.9 mc (Ch. 225)

WBZ-FM Boston, Mass.—Granted license covering changes in existing FM: 92.9 mc (Ch. 225) 20 kw 495 ft.

FM—92.5 mc (Ch. 223)

KYW-FM Philadelphia—Granted license covering changes in FM: 92.5 mc (Ch. 223) 20 kw 500 ft.

Request for Authority

WLIP Kenosha, Wis. — Granted request for authority to have regular sign-off period at 6:00 p.m. CST, for period ending in no event later than Aug. 31, 1952.

WSUI Iowa City, Iowa—Granted request for authority to reduce unl. to minimum of 6¼ hours daily from August 11 through September 27, 1952, to observe vacation period.

Change Transmitter Location

WBBZ Ponca City, Okla.—Granted license covering change in trans. and studio locations.

Change ERP

WKRC-FM Cincinnati, Ohio—Granted CP to make changes in existing FM: ERP from 12.6 kw to 15.5 kw; ant. from

WGAR SALES CLINIC

Held for Christal Firm

SALES CLINIC following WGAR Cleveland's selection of Henry I. Christal Co. as national sales representative took place last Tuesday in Cleveland.

Attending were John F. Patt, Goodwill Stations president; Hank Christal; Carl E. George, WGAR general manager; Jim Thompson, head of Christal's Chicago office; Gordon Gray, Goodwill Stations New York office, and Irv Gross, Christal, New York. The Christal group also visited WJR Detroit's New York office.

ABC Phone Change

ABC's telephone in New York City, effective Monday, July 28, will be Susquehanna 7-5000 for both the network's radio and television offices. On that date the network will put into operation a new telephone switchboard at the ABC-TV center, 30 West 66th St., Manhattan. The old number—Circle 7-5700, used to reach ABC offices at 30 Rockefeller Plaza—will be discontinued.

Amateur Rules

FORMS for use by amateurs in connection with the new Radio Amateur Civil Emergency Service have been adopted by the FCC. The forms (481-1-2-3) will be used by all licensed amateurs asking right to operate in the service.

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DOuglas 2-2536 *DUnlap 8-4871*

THE ASSOCIATION OF RADIO TELEVISION COMMUNICATIONS CONSULTING ENGINEERS
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600 ft. to 530 ft., change ant. description of trans. and studio locations.

FM—88.3 mc (Ch. 202)

WBGO Newark, N. J.—Granted CP to change frequency from 91.1 mc (Ch. 216) to 88.3 mc (Ch. 202), ERP from 2.5 kw to 20 kw.

Extension of Completion Date

KALM Alton, Mo.—Granted mod. CP for extension of comp'etion date to 12-31-52.

Change ERP

KSL-TV Salt Lake City, Utah—Granted mod. CP to change trans. location; ERP from 18.4 kw vis., 9.2 kw aur. to 0.002 kw vis., 0.001 kw aur.

KDYL-TV Salt Lake City, Utah — Granted mod. CP to change ERP from

(Continued on page 99)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Need a working partner with management-sales experience to take over management. Will need $15-20,000. Regional-northeast-important market within first fifty metropolian districts. Independent. Box 709P, BROADCASTING • TELECASTING.

Owner's successful small station, southern California needs manager. Proven experience, local sales, program planning, mike work required. Contact Charles Storke, News-Press, Santa Barbara.

Salesman

CBS station in highly competitive southeastern city will add one salesman to present staff. Rumuneration on commission basis with adequate draw. Write in full giving references and experience. Box 553P, BROADCASTING • TELECASTING.

Progressive salesman wanted immediately by 5000 watt non-directional daytime 1000 watt directional nighttime station with network affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply Box 656P, BROADCASTING • TELECASTING.

Network affiliate seeking commercial manager. Further opportunity will be extended after on-the-job experience merits. Consistently "preferred" rated Rocky Mountain market. Established station. Submit photo, references in letter to Box 688P, BROADCASTING • TELECASTING.

Washington, D. C. area independent has opening for young experienced salesman. Weekly guarantee against 15% commission. Write giving references and experience. Box 730P, BROADCASTING • TELECASTING.

Time salesman for radio station in Pennsylvania. Station well established and leading station in market. Give complete history of yourself and sales experience. Box 745P, BROADCASTING • TELECASTING.

Radio salesman for Texas station. Salary plus comission. Good market, progressive town. Box 759P, BROADCASTING • TELECASTING.

Florida coast station. Hard-hitting salesmanager to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Salesman or salesman-announcer, excellent market, good prospects. KBRZ, Freeport, Texas.

Experienced energetic salesman with sound ideas and ability to make impressive presentations to local advertisers. Excellent salary guarantee with commission arrangement. Opportunity for advancement. KCMC AM-FM (TV applicant) Texarkana, Ark.-Tex.

Independent in major metropolitan southern market, now under new management, has opening for aggressive salesman, with opportunity of becoming commercial manager if sales results warrant. Guarantee-commission-override plan assures top earnings to top man according to his ability to produce. Robert N. Pinkerton, General Manager, WBGE, Atlanta, Georgia.

Kilowatt daytime independent serving southern Illinois looking for aggressive salesman who understands problems facing such an operation. Excellent potential for man who wants to work and grow with the station. If interested in a challenging opportunity, contact Station Manager, WFRX, West Frankfort, Illinois.

Excellent opportunity in local sales for aggressive experienced salesman. Good list of established accounts to start. Good draw against commission. WRFD, Worthington, Ohio.

Help Wanted (Cont'd)

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

We have openings for two district sales managers—one east of the Mississippi, the other west. Good for 5 to 10 thousand a year. These are newly created sales positions in our merchandising division. Single men with cars preferred because of extensive traveling. Contact F. P. Kendall, Executive Vice President, National Research Bureau, Inc., Chicago 10, Illinois.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Good announcer with first ticket. $65. to start—fast ups. Inland California net affiliate. Box 489P, BROADCASTING • TELECASTING.

Two announcers needed, no ticket necessary. One now, one September 1st. Midwest station—prettiest east of Mississippi. Will train beginner. Send details of experience, background, picture and tape to Box 592P, BROADCASTING • TELECASTING.

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

Experienced announcer for staff work on 1000 watt independent in Chicago area. Forty hour week with overtime for authorized hours. Double time for holidays. Free insurance and paid vacations from first year. This station owned and operated by radiomen exclusively. Write in full and send tape or record to Box 642P, BROADCASTING • TELECASTING.

Morning man for 5 kw NBC New England coast. We need experience, friendliness, capability in early riser to augment good staff and sell early farm and urban audience. Photo, tape/disc, detailed background and salary first letter. Box 648P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Announcer-engineer—First phone, emphasis announcing. Excellent opportunity progressive Michigan station in friendly, pleasant town where good radio man can get good pay, enjoy work and enjoy life. Box 659P, BROADCASTING • TELECASTING.

Experienced staff announcer for good steady job net affiliate smaller city upper midwest. $70.00 start. Box 672P, BROADCASTING • TELECASTING.

Immediate opening at growing central Florida independent for announcer with first phone, opportunity to do selling too. Send complete details on background. Box 702P, BROADCASTING • TELECASTING.

Announcer. Straight staff. Experience preferred. Established 250 watt ABC. Only station midwest market 30,000. Send complete resume. We will request tape or disc if interested your application. Box 718P, BROADCASTING • TELECASTING.

News and sports director for fulltime independent. Must have good news voice, ability to write local news and sports, and handle play-by-play of local football and basketball. Wire or write John E. Rohwer, Program Director, WSDR, Sterling, Illinois.

Help Wanted (Cont'd)

Texas regional wants announcer under 28 with several years experience small operation, ready to move up. Applicants from Texas only. Box 748P, BROADCASTING • TELECASTING.

Football announcer plus staff duties. Texas. Tell all. Box 761P, BROACASTING • TELECASTING.

Announcer wanted by Minnesota station. Good salary. Chance to earn extra money selling. Car necessary. Must be able to type. Box 771P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $75 starting pay, with Pa. independent. Box 789P, BROADCASTING • TELECASTING.

Announcer with first phone license for small town regional. Must be reliable, sober, and moral. Box 792P, BROADCASTING • TELECASTING.

Announcer-engineer. Start $75.00 per week. KBRZ, Freeport, Texas.

Experienced announcer, top newscaster, disc jockey, and special events man with authoritative commercial delivery. Apply only if worth minimum $75 weekly. KTFI, Twin Falls, Idaho, 5000 watts, NBC.

We want a good staff announcer with at least two years experience for 5000 watt network station in market of half million. We're planning for TV so send a picture with your application. Reply to: Joe Salsburg, WARM, Scranton, Pa.

Morning man, announcer - engineer. First phone. Emphasis announcing. Prefer southern man with car. House available if married. Forward tape or disc, photo to Manager, WGRA, Cairo, Georgia. Good pay, right man.

Wanted: Announcer-salesman to operate remote studio. Good opportunity for right man. Call Jimmy Childress, WHCC, Waynesville, N.C.

Local newsman. Trained or experienced in gathering, presenting news, especially local. KBRZ, Freeport, Tex.

Announcer with first phone ticket. Average mike voice, no effusive personality stuff. Present chief here seven years, therefore no great amount engineering ability required. Successful and well equipped kilowatt daytimer with extremely pleasant working conditions and only one boss. No floaters, want man wishing to settle down. Salary according to individual ability. WHIP, Mooresville, N.C.

Wanted. Announcer, first phone, independent station 45 miles from New York City. Morning man, five day, 35 hour week. Salary $75 up depending on ability. Contact Manager, WLNA, Peekskill, New York.

Announcer ambitions become manager 1000 watt station. Best small town Georgia, near Atlanta. Must have age, experience, over 35. Don't apply unless want make your home here. No high pressure, good character, plugger with personality and ability make friends. Work three months announcer, then satisfactory, make manager. Willing pay ⅓ profits, living wage start. Apply, giving qualifications. WMOC, Covington, Georgia.

Wanted: An experienced announcer. Start $60.00 per week. Excellent working conditions. Contact Charlie Dowdy, Commercial Manager, Bainbridge, Georgia.

Technical

Wanted—Radio maintenance engineer—holder first class radio license—two to three years experience. Station is TV applicant located in northeastern Pennsylvania. Write Box 653P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted: Engineer with first class ticket. Immediate opening—upstate New York. Box 669P, BROADCASTING • TELECASTING.

Wanted, engineer, first phone, Ohio station with television application. Box 747P, BROADCASTING • TELECASTING.

Wanted: Engineer announcer for 500 watt daytime Wisconsin station. Good pay. Box 749P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 760P, BROADCASTING • TELECASTING.

Experienced first class ticket engineer, capable of becoming chief. Seventy-five weekly for 48 hours. Virginia station. Write immediately to Box 763P, BROADCASTING • TELECASTING.

Chief engineer wanted for 1 kw directional in north-central state. Must be reliable, efficient, professional radio engineer with executive ability. Top salary. Box 765P, BROADCASTING • TELECASTING.

Minnesota station wants chief engineer. Must be able to do some announcing. Good salary. Box 770P, BROADCASTING • TELECASTING.

Engineer, Virginia 1 kw network station, state minimum salary. Box 791P, BROADCASTING • TELECASTING.

Engineer with first class license needed by KBOP, Pleasanton, Texas.

First class engineer-announcer wanted at KWCO, Chickasha, Oklahoma.

Wanted: First class engineer-announcer need at once. Please send all information, plus salary requirements to KXLO, Lewistown, Montana.

Engineer with first class license. No experience necessary. WBUY, Lexington, N.C.

Need engineer before September First. Transmitter, tapes, remotes, no announcing. $60 for 46 hours, company insurance. Experience not necessary. Chief Engineer, WCNB, Connersville, Ind.

Combination engineer-announcer, first class license, for 250 watt daytime station, WEAB, Greer, S.C.

Needed immediately two engineers, first phone. Car necessary. Contact Chief Engineer, WEOL, Elyria, Ohio.

2 **experienced engineer-announcers,** heavy on announcing. $75 per week, permanent to right men. Radio station WHUC, Hudson, New York.

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Engineer-announcer for 1000 watt, daytime, independent in central Alabama. Send photo audition disc, and salary requirement to Erle Hanna, WJAM, Marion, Alabama.

Wanted, first class engineer. No experience necessary. 250 watt daytime operation. WJET, Erie, Penna.

First class engineer wanted. Experience not necessary. Good working conditions. Apply Fred L. Hart, WLPM, Suffolk, Va.

Wanted immediately—Transmitter engineer with a first class ticket. No announcing. $250 a month to start. Network station. WOMT at Manitowoc, Wis.

Production-Programming, Others

Newsman with minimum 3 years experience. Must like to do air work, write and cover beat. Should know how to put on a good show. North central major market indie. Tell all first letter. Box 766P, BROADCASTING • TELECASTING.

Sports-News. Emphasis on play-by-play football, basketball. Want a man capable of retaining the station's sports dominance. Sports ability primary, must be strong on news. Leading Ohio TV applicant. Top pay for top ability. Box 784P, BROADCASTING • TELECASTING.

Commercial copywriter wanted for 1000 watt daytime independent in northern Illinois. No air work, no program copy, but lots of good, simple selling commercial needed. Please send full information and samples of copy to Dave Taylor, WFRL, Freeport, Illinois.

XUM

Help Wanted (Cont'd)

Commercial copywriter. Immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Television

Wanted: Two first class men to complete staff. Apply Joe Gill, Chief Engineer, WTVN, Box 718, Columbus 16, Ohio.

Situations Wanted

Managerial

Experienced manager available for interview August. 13 years station engineering, sales, management, ownership. Married, family, exceptionally dependable. Desire affiliation small station with future. Box 665P, BROADCASTING • TELECASTING.

General-commercial manager. Over 20 years experience, 2 years of television. Capable of handling management, sales and programming. Best of references. Box 685P, BROADCASTING • TELECASTING.

Manager - program director. Proven ability. 29, married, college graduate. Request sound proposition AM or TV. Box 713P, BROADCASTING • TELECASTING.

Young, happily married, small town advocate desires general management of local AM midwest operation. Experienced as announcer through sales. M.A. Degree, excellent references. Now college instructor. Box 754P, BROADCASTING • TELECASTING.

Good record as salesman, desires position as commercial manager. Prefer eastern market near good law school. Box 757P, BROADCASTING • TELECASTING.

Successful manager with many years experience all phases radio, desires managerial position. All replies strictly confidential. Box 778P, BROADCASTING • TELECASTING.

Mr. Station Manager! Here's your man! First phone ticket, 3½ years half-owner and business manager of 250 watt station in the west. Experience covers selling, announcing, engineering, copywriting, and all phases of broadcasting. Executive ability with best of references. No floater—definitely! Also, wife with 2 years secretary/bookkeeping experience in radio. One or both for immediate employment. Prefer position in east or southeast location. Write Box 780P, BROADCASTING • TELECASTING.

Available: Good broadcast man. Many years successful experience commercial and manager independent and network. Very strong on sales. Just completed almost impossible task pulling low power daytimer in highly competitive market with several TV stations into successful, very profitable operation. Interested only as working manager or working commercial manager on percentage of profit, preferably payable in station stock. Not afraid of dog station. Go anywhere including Atlantic southern states, but not deep South. Prefer fulltime operation. Just sold my interest in station. Now on vacation. Can travel anywhere to see you. Wire or write Mr. Allen, % D. W. Culp, Hendersonville, North Carolina.

Situations Wanted (Cont'd)

Manager: Excellent record administration, sales. Superior news personality. Top references. Consider part ownership. Box 781P, BROADCASTING • TELECASTING.

Announcers

Announcer, single. Draft exempt. Some experience on N. Y. stations. Strong on news, capable DJ. Commercials that sell. Disc available. Box 667P, BROADCASTING • TELECASTING.

DJ specialist-Negro. Light experience N.Y.C. Vet, 27, single. Excellent ideas. Available immediately. Resume, disc upon request. Box 691P, BROADCASTING • TELECASTING.

Personality disc jockey. Hard worker, conscientious. Early morning, late night program background. Special events, audience participation shows, etc. Seven years experience. Box 693P, BROADCASTING • TELECASTING.

Sports announcer, 8 years radio, presently business manager class "B" team. $5200 minimum. Box 733P, BROADCASTING • TELECASTING.

Seek immediate, permanent staff position, symphony to sports. Extremely well-read, two years experience, 28, veteran. Box 737P, BROADCASTING • TELECASTING.

Disc jockey with first class license; with extensive metropolitan net and indie AM and TV experience. Available immediately as DJ, personality. Box 736P, BROADCASTING • TELECASTING.

Excellent TV potential for station with TV outlet or license. Ready for immediate radio position. Personable, versatile, warm personality, art background, two years radio experience. Box 738P, BROADCASTING • TELECASTING.

Topflight announcer, family man, seeking permanent position with AM or TV station in midwest. Box 739P, BROADCASTING • TELECASTING.

Wanted, an announcing job in a station where good programming is almost as important as making money. Presently employed 50 kw metropolitan. Box 740P, BROADCASTING • TELECASTING.

Announcer, 12 years experience. News, commercial, DJ, sports, interviews. Experienced PD, copywriter, promoter. 3½ years college. Family, 30 years old. Four years at present position. Audition, details Box 741P, BROADCASTING • TELECASTING.

Announcer. First phone. 1½ years radio, college man, single, 26. Prefer west. Box 742P, BROADCASTING • TELECASTING.

Let's share the profits of big sports season. Experienced sportscaster desires opportunity with sports-minded station. Play-by-play of football, basketball, hockey, boxing and baseball. Good commercial man. Air checks available. Married veteran, presently employed. Make offer! Box 743P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Sport announcer. Play-by-play all sports. Available soon. Will accept top job only. Box 750P, BROADCASTING • TELECASTING.

Experienced announcer, time salesman, six years, one station. Good appearance, personality. Family man. Box 751P, BROADCASTING • TELECASTING.

Four years staff announcer, large markets. Solid radio man wants good future with clean operation anywhere. Box 773P, BROADCASTING • TELECASTING.

Experienced announcer, good staff man. Strong music, news sports. College graduate, veteran, single. Box 774P, BROADCASTING • TELECASTING.

Announcer. Presently employed in WEB News room. 22 years old, draft exempt. Have passed network announcing audition. Graduate of SRT. Disc, resume, photo available. Box 775P, BROADCASTING • TELECASTING.

Announcer, 5 years experience. Deep, well-trained voice. College, 29, married. Washington, D. C. Maryland, Virginia vicinity. Box 776P, BROADCASTING • TELECASTING.

Announcer-copywriter. 6 years experience. Work highly regarded. Good references. Family man. Box 785P, BROADCASTING • TELECASTING.

Seasoned news editor-reporter now employed by five kilowatt midwest network affiliate. References and tape available. Box 788P, BROADCASTING • TELECASTING.

SRT graduate, 30, married, draft exempt. Good commercial, news, sports, board operation. Richard DeLor, 1634 Warwick, Whiting, Indiana. 2408-R.

Announcer: Young, married, graduate of leading radio school. Can handle commercials, news, disc shows, etc. Singer, popular and musical comedy. Photo and tape available. Thomas McHale, 3652 Michigan Avenue, Cincinnati, Ohio. TRinity 1210.

Have you an immediate opening for topnotch, experienced all sports play-by-play man If so, wire or write Tom Murphy, P.O. Box 692, Cedar Rapids, Iowa.

Situations Wanted (Cont'd)

Technical

Is there an eastern outlet willing to try a youth who is willing to try? J. Otto has what you might call a "news voice", a year's experience in Buffalo, and the gall to think himself worth $70: 21 Ripley Place, Buffalo, N.Y.

Executive type chief engineer available in August. College RE-EE, 13 years experience thru directionals. Married, 30, family. Desire permanent position progressive station with TV plans. Box 666P, BROADCASTING • TELECASTING.

Chief engineer: Experienced all phases, wishes to relocate with progressive station. Box 731P, BROADCASTING • TELECASTING.

First class combo man, 2 months network experience, desires job. Box 744P, BROADCASTING • TELECASTING.

Maritime radio operator desires broadcast situation. Western states preferred. Four years Marine, eight months broadcast, factory, mobile experience. Availability three weeks. Box 752P, BROADCASING • TELECASTING.

First phone, married, car, now employed. Desires permanent transmitter position in New England area. One year experience. References. Box 768P, BROADCASTING • TELECASTING.

Radio operator, first class license. No experience. 3 years training. TV-radio repair experience. Desires TV-radio station position. Box 769P, BROADCASTING • TELECASTING.

Construction experience. Engineer wishes to contact CP expectee. Will join staff when station completed if desired. Box 777P, BROADCASTING • TELECASTING.

Second phone, Television workshop graduate. Experienced with cameras and control room operations. Single, veteran. Box 783P, BROADCASTING • TELECASTING.

Engineer. Trained in TV production and camera work. Desire position with TV or AM station with TV plans. Southwest preferred. L. R. Gallaway, 1308¼ Virgil Place, Los Angeles, Calif.

Experienced transmitter operator available. Requirements? Lewis Sherlock, General Delivery, Denver, Colorado.

$200,000

AVAILABLE FOR MINORITY INTEREST IN NEW TELEVISION STATION APPLICATION

REPLY TO BOX 779P, BROADCASTING . TELECASTING

William B. Ogden

RADIO OPERATIONAL ENGINEERING SCHOOL

THE ORIGINAL

SIX (6) WEEK FCC LICENSE COURSE

CELEBRATING THIRD ANNIVERSARY

- We wish to thank all of the many persons that have shown such faith in us. Our guarantee course has been very successful.
- Our sincere best wishes to the four west coast schools with which we have been associated in the past.
- To those more recent graduates of such schools that have started their own schools, to duplicate our course, we also wish the best for they may aid in filling needs in the broadcast field.
- Our assurance of keeping faith with all of the other schools that are now sending their students to us.

ANNOUNCING OUR NEW LOCATION

1150 WEST OLIVE AVENUE, BURBANK, CALIF.

CHarleston 0-8291 CHarleston 8-1067

OUR NEW FOUR (4) WEEK COURSE FOR MANAGERS AND OWNERS WILL BE EXTENDED TO OTHERS IN NEAR FUTURE.

Production-Programming, Others

Production writer-producer. Imagination, initiative. 4 years experience dramatic, documentary, children's programs, others. Box 790P, BROADCASTING • TELECASTING.

News editor—woman. 26. B.J., M.A., University of Missouri. Three years news editing, including one major network station. Journalism instructor Big 10 university. Box 734P, BROADCASTING • TELECASTING.

Girl wants to advance—TV or radio. Graduate of two years radio school. Two years experience in present job as Woman's program director with three programs a day. References given on request. Box 746P, BROADCASTING • TELECASTING.

Newspaper reporter, two years experience, wants to break into radio or television. West or Pacific Northwest preferred. Single, veteran, 27, car, degree. Employed at present large daily; traveling west September. Box 756P, BROADCASTING • TELECASTING.

News director. Available August 1st. Local news, documentaries, special events, newstapes, "authoritative" delivery. News background past 11 years. Nearly 5 years broadcasting experience. Member NARND, SDX. Ohio State Radio-Journalism graduate. Prefer major market station wanting top caliber newsroom. Phone Moline 41145. Box 786P, BROADCASTING • TELECASTING.

Television

TV coordinator! Looking for right man to set up and operate your new TV station? 12 years background in radio-TV operation, planning, programming, engineering and management. Reliable, diligent worker, married. Salary and/or share profit desired. Now with major TV network. Prefer northwest or New England states. References. Box 781P, BROADCASTING • TELECASTING.

Production-Programming, Others

TV program department executive. Employed. Interested in "near future" opportunities. Box 758P, BROADCASTING • TELECASTING.

Yankee production manager of southern 50,000 watt radio and television stations desires executive position in television and/or radio station in north-east-west. Has two university degrees, veteran, age 29, married. 12 years radio; 3 years television experience. Box 772P, BROADCASTING • TELECASTING.

For Sale

Stations

Regional independent station located in northeast. Important city within first 50 metropolitan districts. Liberal terms. Box 708P, BROADCASTING • TELECASTING.

Western station. Independent 250 w. No competition. $40,000. Good terms to good operator. Box 732P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. Priced from $18,000 to $750,000. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

1 kw 20 V Collins transmitter, new, never been uncrated. Two sets of tubes —lost frequency. Box 658P, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Transmitter, new Raytheon 250 watt AM with spare tubes and crystal. Can be tuned to any frequency. Packed for export, original crating. Sacrifice price. Available immediately. Box 670P, BROADCASTING • TELECASTING.

Special discounts on nationally advertised men's clothing, photographic equipment, watches and radios to men in the radio industry. Box 753P, BROADCASTING • TELECASTING.

For sale at sacrifice: Hewlett-Packard model 335-B FM monitor and modulator meter; Andrews type 1200 FM antenna; 170 feet of 1 3/16-inch coax cable; FM broadcast transmitter RCA BTF 250-A. Box 767P, BROADCASTING • TELECASTING.

Model 633A Western Electric microphone, never used, $50.00. Also, 150 feet new RG 18/u coaxial cable, $75.00. You pay freight. WKVA, Box 432, Lewistown, Pa.

New #10 soft drawn copper groundwire. Perfect condition. Available immediately. Best offer. Box 735P, BROADCASTING • TELECASTING.

Wanted to Buy

Stations

Manager and chief engineer want to buy 250 watt or 1000 watt station, preferably in south. Can operate. Box 596P, BROADCASTING • TELECASTING.

Long experienced successful operator desires to lease radio station. Here is opportunity for guaranteed return plus percentage of profits attractive for absentee owners. Replies confidential. Write Box 680P, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—Used equipment for 1 kw installation. State age, condition, and minimum price. Box 762P, BROADCASTING • TELECASTING.

Wanted—One 200 to 300 foot self-supporting tower to support RCA UHF TV antenna and 3⅛" coax line. Designed for thirty pound wind load. Box 793P, BROADCASTING • TELECASTING.

Wanted: Everything. 5000 watt directional installation. 360 foot towers. Field strength meter. WGGA, Gainesville, Ga.

Wanted: Small consolette suitable for recording studio. Two microphones and turntable. WGGA, Gainesville, Ga.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

SUCCESSFUL TIME SALESMAN

Are you a money-making salesman in a small market, looking for a chance to locate in a larger city? Aggressive Ohio indie wants a young salesman (25-30) capable of assuming managerial responsibilities as organization expands. If you haven't had at least 3 years experience, with present earnings in excess of $5,000 annually, don't apply. Tell all first letter. Box 764P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Management

WANTED

Pitchman for all night shift. Requirements are ability to sell mail order, character that will stand full investigation and willingness to work. Write full experience and send picture and record to Barron Howard, Radio Station

WRVA RICHMOND, VIRGINIA

Television

WANTED—Experienced man to *head film operations* **of leading TV station** *starting about September 1*

Will be responsible for production of commercials and program films as well as supervision of film program department. State all qualifications in first letter. Box 714P, BROADCASTING • TELECASTING.

Situations Wanted

COMMERCIAL MANAGER

♦

Do you believe sales result from hard work? I do. Record as radio-TV sales manager NBC metropolitan basic is outstanding. Fourteen years radio, TV pioneer. Proven ability in local and national sales, handling sales staff. Best recommendations. Permanent. Box 755P, BROADCASTING • TELECASTING.

♦

Miscellaneous

Sales & Distribution
TELEVISION FILMS
15% FEE CHARGE
CONTACT
McCONKEY ARTISTS-HOLLYWOOD 28
7000 HOLLYWOOD BLVD.
SIX OFFICES U. S. A. PLUS SOUTH AMERICA

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

BMI SEMINAR

Denver Sessions Set Aug. 3

MORE than 40 broadcasters from 26 states and Canada already have registered for the BMI summer seminar in Denver the week of Aug. 3, with the U. of Denver and Colorado broadcasters playing host, BMI announced last week.

In addition to the intensive refresher course in radio and video programming, entertainment is being planned by a committee headed by Russell Porter, director of radio at the university, and Al Meyer, president of the Colorado Broadcasters Assn. Most out-of-state broadcasters are taking their wives and families along for a Colorado vacation.

A partial program of the seminar includes the following speakers and topics:

J. Leonard Reinsch, WSB Atlanta—"Programming is Management's Responsibility"

Murray Arnold, WIP Philadelphia—"Apply Ideas and Twists to Every Program"

George Allen, KNX Los Angeles—"Retooling Programs to Meet Changing Conditions"

Wayne Sanders, KCNA Tucson — "Music is What We Make It"

Earl Glade Jr., KDSH Boise—"Both Program and Copy Must Sell the Goods"

Gene Ackerly, KCOW Alliance, Neb. —"Training Small Station Personnel For Teamwork"

James Russell, KVOR Colorado Springs—"Local News Serves Public Interest and Pays Off"

Harold Safford, WLS Chicago—"Rural and City Listeners Are Not So Far Apart"

Earle Ferguson, KOA Denver—"Music Library—Hub of Good Programming"

Jane Sterling, staff writer, Denver Post—"Capturing the Teen Age Audience"

Helen Cudworth, KFTM Ft. Morgan, Col.—"Women In Radio and At Home"

Robert J. Burton, BMI—"Music Business Is Big Business"

Robert Ellis, KGHF Pueblo—"Results Through Good Programs and Intelligent Account Servicing"

Ray Perkins, KFEL Denver—"Music Is Our Business"

Sheldon Peterson, KLZ Denver — "News—Its Preparation and Presentation"

Jack Williams, KOY Phoenix—"Making Public Service Pay"

'Man On The Farm'

MBS' *Man On The Farm* (Sat., 12 noon-12:30 p.m., EDT) plans a number of special events on broadcasts preceding "Man On The Farm Week" (Aug. 17-23) to pay tribute to American farm families.

California Independent
$95,000.00

A very profitable independent located in one of California's very attractive markets. $25,000.00 in net quick assets included. Financing arranged.

Eastern Network
$30,000.00

A well established and profitable combined operation. The only station in an attractive small eastern market.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
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Employment Agency Employment Agency

STATIONS

Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as:—*Management, Sales, Production, Announcing,* and Straight *Engineering.*

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—*ONLY* one week's salary. *NO OTHER CHARGES.*

Broadcast Management Services Co.
AGENCY

17 East 48th Street, New York 17, New York

PL 5-1127 E. C. Lobdell, Licensee

XUM

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JULY 17

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	110	312	211
FM Stations	635	582	70	16	8
TV Stations	108	97	11	550*	62

* Filed since April 14.

(Also see Actions of the FCC, page 94)

Non-Docket Actions . . .

AM GRANTS

Piedmont, Ala.—Anniston Radio Co. Granted 1490 kc, 250 w fulltime; antenna 150 ft.; engineering condition. Estimated construction cost $8,400, first year operating cost $32,000, revenue $43,000. Principals include Cary Lee Graham (50%) and Edwin H. Estes (50%). Mr. Estes is 50% owner of WETO Gadsden, Ala. Filed Feb. 21, 1951; granted July 17, 1952.

Piedmont, Ala.—Piedmont Radio Station. Granted 1280 kc, 1 kw daytime, antenna 205 ft. Estimated construction cost $11,140, first year operating cost $33,000, revenue $43,000. Principals include Ruby Jo Clotfelter (55.5%), assistant manager of Graham's Drug Store, Gadsden, Ala.; Cary L. Graham (25.9%), owner of Graham's Drug Store, Gadsden, 50% owner of WETO Gadsden and 50% owner of Anniston Radio Co., grantee of new AM station in Piedmont, Ala., and Mac M. Thomas (18.5%), former 50% owner of WETO. Filed April 23, 1951; granted July 17, 1952.

Morrilton, Ark.—Morrilton Bcstg. Co. Granted 800 kc, 250 w daytime; antenna 260 ft.; engineering condition. Estimated construction cost $10,400, first year operating cost $24,000, revenue $42,000. Principals include C. R. Horne (40%), 80% owner of KXRJ Russelville, Ark.; J. C. Willis (50%), owner of Willis Baking Co., and L. L. Bryan (10%), salesman for KXRJ. Filed May 28, 1951; granted July 17, 1952.

Winder, Ga.—Winder-Monroe Bcstg. Co. Granted 1300 kc, 1 kw daytime, antenna 225 ft.; engineering condition. Estimated construction cost $20,472, first year operating cost $36,000, revenue $48,000. Principals include one-third partners William Woodall Sr., Mrs. O. G. Swindle and C. H. Grider, 50% owner of Highway Map Pub. Co., Columbus, Ga. Filed May 9, 1951; granted July 17, 1952.

Cherokee, Iowa—Cherokee Bcstg. Co. Granted 1440 kc, 500 w daytime, antenna 192 ft.; engineering conditions. Estimated construction cost $7,650, first year operating cost $24,780, revenue $45,000. Principals include Marguerite Louise Shimp, art supervisor for Berkely County Public Schools, Martinsburg, W. Va.; Charles Reznikov WEPM Martinsburg, and Russell A. Hickman, former WEPM announcer. Filed May 31, 1951; granted July 17, 1952.

Albion, Mich.—Calhoun Bcstg. Co. Granted 1540 kc, 250 w daytime; engineering conditions. Estimated construction cost $16,500, first year operating cost $50,000, revenue $60,000. Principals include J. C. Bedient (25%), 50% owner of *Albion Evening Recorder;* James Moses (25%), publisher of *Marshall Evening Chronicle;* George W. Campbell (16.8%), part-owner of Argus Press Co., Owosso, Mich.; George T. Campbell (16.4%), part-owner of Argus Press Co., and M. H. Wirth (16.8%), manager of WOAP-AM-FM Owosso. Filed May 25, 1951; granted July 17, 1952.

Escanaba, Mich.—M & M Bcstg. Co. Granted 1490 kc, 250 w fulltime, antenna 150 ft. Estimated construction cost $15,210, first year operating cost $36,000, revenue $44,500. President William Walker (50%), 50% owner of WMAM Marinette, and Sec.-Treas. Joseph D. Makin (20%), 36% owner of WBEV Beaver Dam. Granted July 17, 1952.

Port Jervis, N. Y.—Port Jervis Bcstg. Co. Granted 1490 kc, 100 w fulltime, antenna 150 ft. Estimated construction cost $13,134.67, first year operating cost $38,805.52, revenue $44,375. Principals include Robert G. Adams (25%), treasurer and part-owner of WCDL Carbondale, Pa.; W. Stanley Buehler (25%), part-owner of WCDL; W. Richard Carlson Jr. (25%), secretary and general manager of WCDL, and William H. Ware (25%), president and part-owner of WCDL. Filed May 28, 1951; granted July 17, 1952.

Cheraw, S. C.—Chesterfield Bcstrs. Granted 1420 kc, 500 w daytime, antenna 195 ft.; engineering condition. Estimated construction cost $14,275, first year operating cost $24,000, revenue $36,000. Sole owner is Dr. Raiford Baxley, M. D., surgeon. Filed June 7, 1951; granted July 17, 1952.

San Antonio, Tex. Manuel D. Leal. Granted 1250 kc, 500 w daytime, antenna 200 ft.; engineering condition. Estimated construction cost $20,813.66, first year operating cost $37,680, revenue $48,900. Sole owner is Manuel D. Leal, V. P. and gen. mgr., KIWW San Antonio. Filed March 20, 1951, granted July 17, 1952.

Cheyenne, Wyo.—Philip D. Jackson. Granted 1240 kc, 250 w fulltime, antenna 150 ft.; engineering conditions, including provision that applicant not commence program tests on 1240 kc until KFBC Cheyenne commences program tests on 710 kc, and not to be licensed on 1240 kc until KFBC is licensed on 710 kc. Estimated construction cost $15,648, first year operating cost $24,000, revenue $30,000. Mr. Jackson is 50% owner of KWCO Chickasha, Okla., 50% owner of KPUY Puyallup, Wash., and owner of 50% interest in Oklahoma County Television & Bcstg. Co., applicant for TV station in Oklahome City [B•T, June 30]. Filed June 11, 1951; granted July 17, 1952.

Kaneohe, Oahu, Hawaii—Windward Bcstg. Co. Ltd. Granted 1150 kc, 1 kw fulltime, antenna 210 ft.; estimated construction cost $2,500 (major items of equipment already on hand), estimated first year operating cost $40,000, revenue $40,000. Principals include J. Robert Jensen and Sakae Kimata, KGU Honolulu employes and Shigehara Morita, former KPOA Honolulu employe, and 23 others, for the most part Hawaiian businessmen. Filed March 26, 1951; granted July 17, 1952.

TRANSFER GRANTS

KRAI Craig, Col. — Northwestern Colorado Bcstg. Co. Granted transfer of control of negative control by George O. Cory purchasing 50% stock interest from Sid Pleasant, et al., for $7,500. Mr. Cory is general manager of KUBC Montrose, Col. Granted July 17.

WCUE Akron, Ohio — Akron Bcstg. Co. Granted transfer of negative control to Herberich - Hall - Harter Co. through sale of 50% of voting stock (held by George K. Stroupe and Dorothy P. Stroupe, husband and wife) for $30,000. Transferee deals in mortgage

(Continued on page 100)

FCC Action

(Continued from page 95)

July 17 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal of licenses for regular period:

KWEI Weiser, Ida.; WBOW-FM Terre Haute, Ind.; WCNB-FM Connersville, Ind.; WKJG-FM Ft. Wayne, Ind.; WLBJ-FM Bowling Green, Ky.; WMRI Marion, Ind.; WTRC-FM Elkhart, Ind.; WTJS-FM Jackson, Tenn.; WORX Madison, Ind.; WKDA Nashville, Tenn.; KSON San Diego, Calif.; WBML Macon, Ga.; WDOD Chattanooga, Tenn.; WDXI Jackson, Tenn.; KOCA Kilgore, Tex.; KRAL Rawlins, Wyo.; WBIR Knoxville, Tenn.; WCHV Charlottesville, Va.; WCOU Lewiston, Me.; WCOV Montgomery, Ala.; WCPM Cumberland, Ky.; WCRW Chicago, Ill.; WCTT Corbin, Ky.; WDNE Elkins, W. Va.; WEBJ Brewton, Ala.; WEKR Fayetteville, Tenn.; WENK Union City, Tenn.; WFBM Indianapolis, Ind.; WFOY St. Augustine, Fla.; WFTM Maysville, Ky.; WFUL Fulton, Ky.; WGGA Gainesville, Ga.; WMAK Nashville, Tenn.; WWWB Jasper, Ala.; KICD Spencer, Iowa; KSMA Santa Maria, Calif.; KVSO Ardmore, Okla.; KWLC Decorah, Iowa; WDXE Lawrenceburg, Tenn.; WEBQ Harrisburg, Ill.; WEDC Chicago; WGBB Freeport, N. Y.; WJJM Lewisburg, Tenn.; WOWL Florence, Ala.; WSBC Chicago; WSFC Somerset, Ky.; WOV New York; WPLI Jackson, Tenn.

The Commission, by a Board composed of Commissioners Walker (Chairman), Hyde and Bartley took the following actions on July 16:

Change Operation Hours

KSNY Snyder, Tex.—Granted CP to change operation from 1280 kc 500 w-D, to 1450 kc 250 w, unl.; install new trans.

AM—1360 kc

KVIM New Iberia, La.—Granted CP to change frequency from 1570 kc to 1360 kc.

AM—1420 kc

WLNA Peekskill, N. Y.—Granted CP to increase power from 500 w to 1 kw-D.

Scheduled for Hearing

KTRM Beaumont, Tex.—Scheduled for hearing at Washington on Aug. 6, 1952 application for extension of time to complete construction, which was designated for hearing June 19, 1952.

Designated for Hearing

Greenwich Bcstg Corp., Greenwich, Conn. World Wide Bcstg. Corp. Scituate, Mass.—Designated for hearing at Washington on engineering issues, application of Greenwich Bcstg. Co. for new AM station no initial decision to be prepared until further order of Commission. Other issues are in consolidated proceeding with applications of World Wide Bcstg. Corp. for CP and renewal of station licenses.

Petition Denied

KNOX Grand Forks, N. D.—By order, denied petition requesting reconsideration and grant of application to change facilities from 1400 kc 250 w unl., to 1310 kc 5 kw, unl., DA-N, install new trans. and ant. system and change trans. and studio location.

Reinstatement of CP

KGRO and KDAS Malvern, Ark.—Granted application for reinstatement of CP for new station to operate on 1380 kc 1 kw-D. At same time, notified KDAS that latter's pending application to change to KGRO's frequency is in conflict, therefore dismissed KDAS application.

WWOC Manitowoc, Wis.—Granted application for extension until Sept. 1, 1952 for completion of new station to operate on 980 kc 500 w-D.

Extension Granted

WTSV-FM Claremont, N. H.—Granted extension of special experimental authority to Jan. 10, 1953 for operation of WTSV-FM by remote control from WTSV Claremont.

July 17 Applications . . .

ACCEPTED FOR FILING

Extension of Authority

ABC New York—Extension of authority to transmit programs to CECF, CBL and CBC beginning June 2, 1952.

NBC New York—Extension of authority to transmit programs to CBL and CBM and other stations under CBC beginning Sept. 15, 1952.

Increase Power

KWCO Chickasaw, Ohio—CP to increase power from 250 w-D to 1 kw-D and install new trans. AMENDED to change name to Clarence E. Wilson and Philip D. Jackson d/b as Washita Valley Bcstg. Co.

Extension of Completion Date

WARM Scranton, Pa.—Mod. CP which authorized frequency change, power increase installation of new trans. and DA-DN for extension of completion date.

Change ERP

WGMS-FM Washington, D. C.—Mod. license to change ERP from 19 kw to 20.9 kw; decrease ant. height above average terrain from 510 ft. to 472 ft.

Change Name

WNAC-FM Boston—Mod. license to change corporate name to General Teleradio Inc.

WGTR Paxton, Mass.—Mod. license to change corporate name to General Teleradio Inc.

Renewal of License

Following stations request renewal of license:

WCTN (FM) New Castle, Ind.; WINL (FM) Lebanon, Ind.; WUST-FM Bethesda, Md.

Extension of Completion Date

WBAL-TV Baltimore, Md.—Mod. CP for extension of completion date.

WCBS-TV New York—Mod. CP for extension of completion date.

License for CP

WCAU-TV Philadelphia—License for CP which authorized aux. ant. system.

July 16 Applications . . .

ACCEPTED FOR FILING

License for CP

WILS Lansing, Mich.—License for CP which authorized increase in D power, change from DA-N to DA-DN and install new trans.

Modification of CP

WMAW Menominee, Mich.—Mod. CP which authorized new AM for approval of ant. trans. location at 933 First St., Menominee and specify main studio location at same address.

AM—1450 kc

KPUY Puyallup, Wash.—Mod. license to increase power from 100 w to 250 w. AMENDED to change name to Clarence E. Wilson and P. D. Jackson d/b as Radio Station KPUY.

Renewal of License

Following stations request renewal of license:

WMIK Middlesboro, Ky.; KTXJ Jasper, Tex.

TENDERED FOR FILING

WDEL Wilmington, Del.—CP to install TV ant. on top of east tower of directional array.

APPLICATION RETURNED

KPOC Pocahontas, Ark.—RETURNED license for CP which authorized mounting of FM ant. on side of AM tower.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

Telestatus

(Continued from page 80)

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

Rank	Program	Homes %
1	I Love Lucy (CBS)	54.2
2	Pabst Blue Ribbon Bouts (CBS)	42.4
3	Gillette Calvacade (CBS)	35.4
4	Arthur Godfrey's Scouts (CBS)	35.3
5	Arthur Godfrey & Friends (Liggett & Myers Tob.) (CBS)	34.8
6	Red Skelton (NBC)	34.6
7	Big Town (CBS)	34.3
8	My Little Margie (CBS)	34.2
9	Dragnet (NBC)	33.9
10	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	32.4

**The Nielsen "percent of homes reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

Copyright 1952 by A. C. Nielsen Co.

* * *

Convention Coverage Has Trendex Rating of 41

TELEVISION network coverage of the first evening session of the Republican national convention—July 7, 9:30-11 p.m., a pooled operation by ABC-TV, CBS-TV, DuMont and NBC-TV — attained a Trendex rating of 41, the rating company reported last week.

Among regular sponsored programs, Trendex listed the top 10 for the week of July 1-7 as follows, with all ratings based on the one live broadcast during that week:

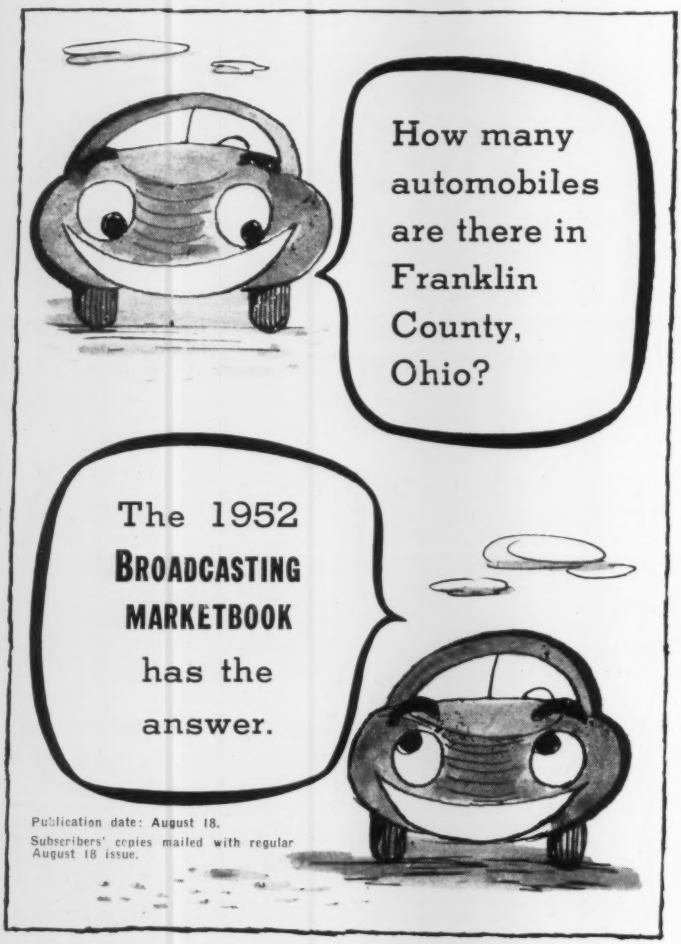
1.	Talent Scouts	29.9 (CBS-TV)
2.	Godfrey's Friends	26.2 (CBS-TV)
3.	Racket Squad	22.1 (CBS-TV)
4.	Fight of the Week	21.4 (CBS-TV)
5.	The Web	20.7 (CBS-TV)
6.	Summer Theatre	19.6 (NBC-TV)
7.	Big Town	19.1 (CBS-TV)
8.	Dragnet	18.3 (NBC-TV)
9.	My Little Margie	18.2 (CBS-TV)
10.	Danger	17.6 (CBS-TV)

* * *

'Lucy' Tops Six Cities In June 'Hooperade'

THE JUNE "Hooperade of TV Stars," released last week by C. E. Hooper Inc., shows that, for the first time since the "Hooperade" was started in January, a single program placed first in all six cities measured. The program: *I Love Lucy*, a CBS-TV series now on summer hiatus.

Only other program to place in the "Hooperade's" first 15 in all six cities was the *Red Skelton Show* on NBC-TV, while *Godfrey's Talent Scouts* on CBS-TV was in the first 15 in five of the six cities. In all, 35 programs showed up in the first 15 in one or more of the six cities. The cities, said to serve 45.8% of the nation's TV sets, are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.


How many automobiles are there in Franklin County, Ohio?
The 1952 BROADCASTING MARKETBOOK has the answer.
Publication date: August 18.
Subscribers' copies mailed with regular August 18 issue.

MAY-JUNE FCC BOXSCORE

STATUS of broadcast station authorizations at the FCC:

	—As of May 31— AM	FM	TV	—As of June 30— AM	FM	TV
Total authorized	2,418	647	108	2,420	648	108
Total on the air	2,352	630	108	2,355	629	108
Licensed (all on air)	2,328	581	94	2,333	582	96
Construction permits	90	66	14	87	66	12
Total applications pending	973	125	656	997	165	854
Total applications in hearing	211	8	7	210	7	8
Requests for new stations	323	10	541	323	9	716
Requests to change existing facilities	208	16	64	214	29	73
Deletion of licensed stations	0	2	0	1	2	0
Deletion of construction permits	0	0	0	3	0	0

FCC Roundup

(Continued from page 99)

loans and real estate. Principals in transferee are President Walter Herberich (2.91%), Vice President Alfred Herberich (12.5%), Vice President Charles G. Herberich (27.76%), J. D. Crawfis (15.48%), Mary Herberich (22.63%) and eight others who have minority interest.

WJAS-AM-FM Pittsburgh, Pa., and WHJB Greensburg, Pa. — Pittsburgh Radio Supply House. Granted transfer of control from H. Kenneth Brennen and Margaret M. Brennen, executors of estate of H. J. Brennen, deceased, to Sara A. Brennen, director of Radio Adv. Co. of Pittsburgh (45%); Margaret M. Brennen, treasurer of Radio Adv. Co. (15%); H. Kenneth Brennen, president of Radio Adv. Co. (15%), and Mary Thelma Bregenser, under terms of will of H. J. Brennen. No monetary consideration; settlement of estate. Granted July 17.

KOGT Orange, Tex. — Sabine Area Bcstg. Corp. Granted acquisition of control through sale by Arthur P. Kay Jr. of his 26% stock interest to Nelson T. Alter, et al., for $1,000. Mr. Alter is manager of KOGT and comptroller for the Gem Jewelry Co., chain jewelers with stores in five Southern cities. Granted July 17.

New Applications . . .

TRANSFER REQUESTS

KERO Bakersfield, Calif. — Assignment of license from Radio Station KERO to Kern County Bcstrs. Inc. for $110,000 for 90% interest. Principals in assignee include: President Albert E. DeYoung (51%), general manager and 10% owner of KERO; Vice President M. H. Stansbury (24%), 80% owner of Stansbury Inc. (oil well drilling contractor and operator); Secretary-Treasurer Bryan J. Coleman (5%), secretary-treasurer and 12% owner of Bakersfield Savings & Loan Assn.; Edward E. Urner (10%), KERO salesman; Kenneth R. Croes (5%), KERO program director, and S. B. Gill (5%), attorney. Filed July 10.

WEEK Peoria, Ill. — Assignment of CP and license to Robert S. Kerr, Grayce B. Kerr, T. M. Kerr, Geraldine H. Kerr, D. A. McGee, Fred Mueller (new partner who acquires 5% interest for $6,895.22) and C. B. Akers (new partner who acquires 3.1% interest for $4,290.21), d/b as West Central Bcstg. Co. Withdrawing from partnership are Callie B. Fentem and The Liberty National Bank & Trust Co., co-executors of estate of T. W. Fentem, deceased, who are paid $9,576.09 for 6.9% interest, and Dean Terrill, who is paid $5,746.48 for 4.2% interest. The present partners (Robert S. Kerr, Grayce B. Kerr, T. M. Kerr, Geraldine H. Kerr and D. A. McGee) pay $4,290.21 for 3.1% interest. Accepted July 9.

WAJC (FM) Indianapolis, Ind.—Assignment of license from Jordan College of Music to Butler U. No monetary consideration for WJAC (FM); transaction part of overall merger of Jordan College of Music with Butler U. which occurred on Sept. 1, 1951. Accepted July 7.

WGAR Cleveland, Ohio—Relinquishment of control by Frances S. Richards, executrix of estate of G. A. Richards to The WGAR Bcstg. Co. through sale of 34,800 shares (24.4%) for $556,800. Mrs. Richards' interest will be decreased from 64.9% to 40.5%. Accepted July 15.

KBKO Portland, Ore. — Transfer of control from Mercury Bcstg. Co. to W. Gordon Allen and Thomas P. Kelly for $26,000 through sale of 320 shares of stock (75%). Mr. Allen (to have 216 shares out of 425 shares in KBKO) is 60% owner of KGAL Lebanon, Ore., 1/3 owner of KGAE Salem, Ore., and 50% owner of KSGA Redmond, Ore. Mr. Kelly (to have 105 shares out of 425 shares in KBKO) is commercial manager of KGAE. Filed July 16.

KOIN Portland, Ore.—Assignment of license from KOIN Inc. to Mt. Hood Radio & Television Bcstg. Corp. for $700,000. Principals in assignee include Chairman of the Board Theodore R. Gamble (43.5%), vice president and 20% owner of KLZ Denver, 49% owner of KCMJ Palm Springs, Calif.; President C. Howard Lane (8%), vice president of WJJD Chicago, president and treasurer of Functional Music Inc., Chicago, and president of KFBI Wichita; Vice President Ralph E. Stolkin (21.75%), 25% owner and vice president of National Video Corp. (TV tube mfrs.), Chicago, 25% owner and vice president of Navidico Inc. (TV tube distributor and salvager), Chicago, 12½% owner and president of Screen Assoc. Inc. (producer of theatre and TV films); Vice President Edward G. Burke Jr. (10.875%), equal partner in Ryan, Hayes & Burke (oil operators), San Antonio, Tex., same (1/3) interest in oil and gas firm in San Antonio, minority owner of Screen Assoc. Inc., 15% owner of KXOB Stockton, Calif., and vice president and 10.875% owner of Mt. Rainier Radio & Television Bcstg. Corp., and Sherrill C. Corwin (10.875%), president and sole owner of Corwin Theatre Corp,. Los Angeles, and interested in several other theatre enterprises. Filed July 17. [See story, B•T, July 14.]

WCOR Lebanon, Tenn.—Assignment of license from The Lebanon Bcstg. Co. Inc. to Theodore F. Ezell Jr., G. Paul Crowder and Michael R. Freeland, d/b as Lebanon Bcstg. Co. Change from corporation to partnership, with each partner to hold same interest in firm as each now holds in corporation. No monetary consideration; no actual change of ownership or control. Accepted July 14.

KORC Mineral Wells, Tex.—Assignment of license from Raymond W. River to J. Elroy McCaw for $45,000. Mr. McCaw is 50% owner and president of KELA Centralia-Chehalis, Wash., 1/3 owner and secretary-treasurer of KYAK Yakima, Wash., 1/3 owner and secretary-treasurer of KALE Richland, Wash., 21% owner of KLZ Denver, 50% owner of KPOA Honolulu, Hawaii, 50% owner of KILA Hilo, Hawaii, 50% owner and president of KYA San Francisco, and sole owner of KRSC Seattle. Filed July 16.

KFDR Delano (Grand Coulee), Wash.—Assignment of license from Grand Coulee Bcstg. Co. to Columbia River Bcstrs. Inc. for $24,000. Principals in assignee include: President and General Manager J. W. England (33⅓%), commercial manager of KBRC Mt. Vernon, Wash.; Vice President and Sales Manager Ward Beecher (33⅓%), time salesman for KRSC Seattle, and Secretary Ernest G. Biggs (33⅓%), manager and 1/3 owner of Evergreen Hosiery Co., Seattle. Filed July 15.

KJR Seattle, Wash.—Assignment of license from Totem Bcstrs. Inc. to Mt. Rainier Radio & Television Bcstg. Corp. for $800,000. Principals in assignee are identical to those of Mt. Hood Radio & Television Bcstg. Corp. (KOIN Portland) above, except that C. Howard Lane is 10% owner in this instance and Sherrill C. Corwin is a vice president in this instance. Filed July 17. [See story, B•T, July 14.]

BOB HOPE will receive the first Al Jolson Award and Citation by the Veterans of Foreign Wars at the 53rd annual VFW national encampment in Los Angeles on Aug. 4.

XUM

Post-Thaw Operation Preparations

(Continued from page 70)

tion in TV, it was indicated. Mr. Kenney will be station manager of WKNB-TV.

Springfield Television Broadcasting Co., grantee for UHF Channel 61 at Springfield, Mass., hopes to be on the air by the end of the year and doubts it can do so any sooner because of delays in getting equipment and tower, according to President Roger L. Putnam, head of the Economic Stabilization Administration.

The firm, in which WSPR Springfield is minority stockholder, was given effective radiated power of 115 kw visual and 58 kw aural with antenna height above average terrain of 980 ft.

Mr. Putnam termed the equipment situation "tight" and said delivery estimates range up to a year and a quarter for a 10-kw transmitter. He indicated an interim operation is under consideration.

The ESA chief said his firm has been offered the shared use of the FM tower and transmitter building of WHYN Holyoke, also a UHF grantee, and this is being discussed.

The present studio facilities of WSPR may be used at the outset for TV, Mr. Putnam reported. Similarly, key WSPR executives would also handle the same positions in TV, aided by other WSPR staff members and additional personnel needed for the TV outlet.

Another UHF grantee, The Hampden-Hampshire Corp., licensee of WHYN Holyoke, Mass., hopes to be on the air by the end of this year but notes difficulty in obtaining UHF equipment. WHYN was granted Channel 55 with effective radiated power of 65 kw visual and 35 kw aural with antenna height above average terrain of 990 ft.

Charles DeRose, vice president and general manager of WHYN, hopes WHYN-TV can be on the air in about six months, but this depends upon equipment delivery. The station will start with a 1 kw transmitter at first, delivering 20 kw ERP.

Tower and transmitter building, those of WHYN-FM atop 1,200-ft. Mt. Tom, already are established, he noted.

E. Anthony & Sons, licensee of WNBH New Bedford, Mass., and grantee for UHF Channel 28 there, does not have an estimated commencement date. Basil Brewer, president, is on vacation following the Republican Convention. He was a delegate from Massachusetts.

WANTED TO BUY

STANDARD MAKE BROADCAST TRANSMITTER DESIGNED FOR OPERATION ON 5 AND 10 KILOWATTS. BOX 794P, BROADCASTING • TELECASTING.

WNBH-TV has been authorized effective radiated power of 200 kw visual and 100 kw aural with antenna height above average terrain of 490 ft.

The TV outlet will employ a transmitter site different from that of WNBH but the same studio facilities are expected to be used. No plans are set on staff and network affiliation at this time, it was reported.

WKBN Broadcasting Corp., licensee of WKBN Youngstown, Ohio, which received a permit for UHF Channel 27, finds equipment is "the main problem" and doubts it will be on the air this year. WKBN-TV was granted effective radiated power of 200 kw visual, 100 kw aural, with antenna height above average terrain of 510 ft.

W. P. Williamson Jr., general manager, reported some manufacturers promise delivery of a 1-kw UHF transmitter this fall, a 5-kw unit by spring and a 10-kw transmitter by the fall of 1953.

WKBN has joint facilities already constructed for radio and TV studios and transmitters, Mr. Williamson said, pointing out WKBN-TV will use the FM tower which was designed to include TV when it was constructed.

Since WKBN is a CBS affiliate, the TV outlet is expected to carry the same network.

Highest UHF Channel

Vindicator Printing Co., licensee of WFMJ Youngstown, Ohio, and grantee for UHF Channel 73 there, predicts it will take about a year to get its new TV outlet on the air. It is the highest UHF channel granted thus far by FCC.

Frank A. Dieringer, WFMJ chief engineer, pointed out a new joint AM-TV studio-transmitter plant and 1,000-ft. TV tower must be constructed. Estimated delivery date from RCA for a 10-kw UHF transmitter, he said, ranges from April 1943 to mid-summer of next year, but a 1-kw unit could be obtained about the end of the year.

WFMJ-TV expects to sign a network affiliation with NBC. WFMJ is both an NBC and ABC outlet.

Susquehanna Broadcasting Co., grantee for UHF Channel 43 at York, Pa., and licensee of WSBA there, is planning a November 1 commencement date of interim operation, according to Walter Rothensies, WSBA general manager. "We're going to press this thing," he said.

WSBA-TV has been authorized effective radiated power of 170 kw visual and 86 kw aural with antenna height above average terrain of 530 ft.

Since the WSBA-FM transmitter building and tower are in operation and were designed to include TV, the advent of WSBA-TV will be aided in that direction, Mr. Rothensies pointed out. "Early" equipment delivery from RCA is expected although a fixed date is not known, he said.

Network affiliation is not finalized, he said, but talks have been held with ABC, of which WSBA is an affiliate.

The Helm Coal Co., licensee of WNOW York, Pa., and grantee for UHF Channel 49 there, hopes to be on the air by the first of the year depending on equipment delivery, according to Lowell Williams, WNOW general manager. "It is possible to be on this fall, but not likely," he said.

Mr. Williams stated transmitting equipment has been ordered but no delivery date is known at this time. WNOW-TV will use the existing tower of the AM station and also use the present WNOW studios "if practical." Later a new building would be constructed, he indicated.

Flint Permit

Trans-American TV Corp., which received a permit for UHF Channel 28 in Flint, Mich., hopes to get on the air this fall, but the exact date is dependent wholly on equipment delivery, according to James L. Rubenstone, president-treasurer of the company.

Mr. Rubenstone is winding up his job as special events director at WFIL-AM-TV Philadelphia, and intends to be in Flint by mid-August. At that time he will contract for transmitter building construction, choose a studio location and hire a staff.

Texas Broadcasting Corp., licensee of KTBC Austin, Tex., is planning for an early spring commencement date but hopes to be able to start operation by Christmas in order to get in on the big business season, according to J. C. Kellam, general manager. "We will bend every effort to do so," he said.

KTBC-TV has been authorized VHF Channel 7 with effective radiated power of 110 kw visual and 55 kw aural. Antenna height above average terrain is 480 ft.

Mr. Kellam said "we want to get going" but "hesitate going on with less than a 100 kw signal." Hence, KTBC-TV plans to start with interim operation of lower power only in the event long delay would ensue in obtaining equipment for full power.

Full power transmitter delivery estimates presently are for the first of the year, Mr. Kellam noted with tower delivery predictions ranging from 16 to 26 weeks. Transmitter and tower site has been set on an elevated 10-acre plot south of Austin. Temporary TV studios will be used at the present KTBC plant, he said, with some added space available there if necessary.

Network affiliation has not been signed but KTBC-TV is expected to carry CBS. The AM station also is a CBS outlet.

KTBC-TV personnel will be built around the present radio staff, Mr. Kellam said. KTBC executives will also hold the same positions in TV, including Richard (Cactus) Pryor, program director; Ben Herne, chief engineer, and Paul Bolton, news director.

Charles Henry Coffield, trading as Capital City Television Co., Austin, Tex., said he plans to begin operation on UHF Channel 18 "as soon as possible" but could not estimate a date because of equipment uncertainties. "It will be impossible to be on the air by Christmas," he said.

Mr. Coffield's new Austin station was granted effective radiated power of 210 kw visual and 105 kw aural with antenna height above average terrain of 320 ft. According to present plans, the tower is to be erected atop the Capital National Bank Bldg. with studio and transmitter facilities provided at the same location.

Noting he has to receive a copy of his construction permit from FCC before engineering plans can proceed, Mr. Coffield could give no estimate on expected delivery dates for the transmitter, tower and other equipment. He thought the steel strike may delay obtaining the tower.

Mr. Coffield reported he has made no plans respecting staff or network affiliation at this date. He said the telephone company indicated it would be a year before network service could be extended to Austin.

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BROADCAST BUREAU ATTACKS PARAMOUNT PETITION

IN biting attack on petition of Paramount parties that FCC delete anti-trust issue from case [B•T, July 14], FCC's Broadcast Bureau suggested that Commission act administratively to change its anti-trust policy for "any and all applicants." Opposition to petitions of ABC, CBS, Paramount Pictures Corp. and United Paramount Theatres Inc. was filed late Friday.

Commission must resolve, said Broadcast Bureau Attorneys Joseph M. Kittner, Fred W. Ford and Max D. Paglin, (1) that anti-trust activities of any and all applicants are immaterial to their qualifications as licensees; (2) that anti-trust policy report of last year be set aside; (3) that Congressional intent that anti-trust violations should be considered by FCC in judging applicants' qualifications will be disregarded, and (4) that Mester Bros. case no longer reflects Commission policy.

Broadcast Bureau also pointed out that even if anti-trust issues are deleted, Commission still must determine conflicts in testimony among witnesses. It declared that request that Commission order proposed finding filed within 20 days and that it issue final decision before Sept. 1—bypassing hearing examiner—is in error in that Commission will not be able to issue decision so fast.

Bulk of Broadcast Bureau's 35 page document is legal justification for consideration of applicant's past anti-trust history in judging qualifications.

As to DuMont, Broadcast Bureau suggested that Commission might grant that company's request for severance from package case, which involves merger of ABC and UPT, as well as renewal of license of Paramount Pictures Corp.'s KTLA Los Angeles, among others. DuMont also had objected to grant of petitions for deletion of anti-trust issue, etc. (see earlier story, page 46).

NARTB ASKS DELAY ON REMOTE DELETIONS

DELAY of 24 months in deletion of nine remote pickup frequencies in 2000-3500 kc band asked in comment filed with FCC by NARTB. Association asks time to permit amortization or conversion of equipment. It also asks retention of three channels above 1600 kc and widening of channels in 26 mc band for remote service. FCC recently assigned several new bands for remote service. NARTB proposed rules be amended to permit broadcasters to apply for special temporary grants to use other suitable frequencies for particular pickups.

NBC also filed petition, noting Atlantic City deletes only two of nine channels and stating new frequencies in 25 mc area don't work as well for some purposes. If deletions must be made, NBC asked that broadcasters be given two years to modify or amortize equipment or that other frequencies be provided on share basis when new channels are "unsuitable or unavailable for transmission."

KRON-TV JOINS NARTB

KRON-TV San Francisco last week joined NARTB, becoming 89th TV outlet in association rolls.

WNEW FIGHTS BACK

REVERSE twist on station convention coverage promotion is employed by WNEW New York. Full page ad in New York papers on Wednesday will ask "ears bent? eyes bleary? knocking yourself out to catch every convention word, every oratorical gesture?" and go on to suggest that "to keep fully informed and be entertained, not enslaved . . . . go right on enjoying your favorite WNEW personalities and musical programs and, whenever anything of importance happens at the convention, WNEW will tell you about it, within a matter of minutes. And the story will be told in minutes, not dragged out hour after weary hour."

CBS-TV, DELUXE LABS SIGN 'LARGEST' FILM PACT

CBS-TV announcing today (Monday) signing of contract described as largest ever completed between any TV network and film processing laboratory. Pact signed by CBS-TV President J. L. Van Volkenburg and Alan Freedman, president of De Luxe Labs, New York, provides for minimum of 100 million feet of film processing over long-term period. Frank Falknor, CBS-TV vice president in charge of operations, said "signing this record-breaking contract with De Luxe is further evidence of CBS Television's confidence in New York City remaining as major center of television operations." De Luxe, said to be largest film processing plant in world, is located around corner from nine-acre plant purchased last May by CBS-TV for conversion into site for CBS-TV Film Service.

TV BORDER ALLOCATIONS

AGREEMENT covering allocation of TV channels on either side of U. S.-Canadian border was announced Friday by State Dept. Covering assignments 250 miles on each side of border, agreement makes no changes in U. S. assignments as enumerated in FCC's Sixth Report [B•T, April 14]. Canadian assignments are, with few changes, same as detailed in FCC's Third Notice last year [B•T, March 26, 1951].

Agreement was effected by exchange of notes between two governments. U. S. note was dated April 23, 1952; Canadian note, June 23, 1952. Provision was also made for establishment of similar technical standards—already set in Commission's Sixth Report.

SAUCERS IN SKY

ELMER CHAMBERS, WRC Washington transmitter engineer, told Associated Press Friday he had seen half-dozen bright orange discs streaking through sky about 2 a.m. Friday while on duty at transmitter, in Washington outskirts. He said discs moved single file toward northeast at 30 degree angle above ground and were visible for five or six seconds.

PEOPLE . . .

ROBERT L. BRYAN appointed to New York sales staff of George P. Hollingbery Co., station representative.

RUPERT LUCAS, former national director of television program sales for ABC, named general executive of Barry & Enright Productions, N. Y.

JAMES MILLERICK has joined copy staff of Hicks & Greist Inc., N. Y. He was formerly with Barlow Adv. and also member of Connecticut state legislature.

DR. HENRY W. FREDERICKS, foreign department manager of Buchen Co., Chicago, named western vice president of Assn. of International Advertising Agencies.

JAMES S. AYERS, former general manager WAKE Greenville, S. C., named southeastern representative of O. L. Taylor Co., station representation firm, effective immediately.

CARROLL H. MARTS, midwest sales manager of MBS, named manager of midwest operations, with **VIRGIL REITER**, MBS midwest sales executive, moving into Mr. Marts' spot.

BILL YONAN leaves ABC Chicago, where he is network radio salesman, in mid-August to join NBC Chicago as manager of network radio sales promotion.

NEW TV APPLICATIONS

FCC Friday received 13 new and amended applications for TV outlets and two requests from existing stations for change in their facilities. New applications were:

Fresno, Calif.—John Poole Bcstg. Co., UHF Ch. 53, ERP 281 kw visual, antenna height above average terrain 337 ft. Estimated construction cost $288,000, first year operating cost $160,000, revenue $120,000. Applicant is licensee of KBIG Avalon, Calif., and applicant for TV outlets in Bakersfield, Los Angeles, Sacramento, Salinas and Stockton, Calif. [This application modifies application filed fortnight ago; see B•T, July 14].

† **KRDO Colorado Springs, Col.**, Ch. 13, ERP 11.31 kw, antenna −621 ft. (+465 ft. above ground). Construction cost $237,009, operating cost $163,190, revenue $211,110.

Bridgeport, Conn.—Harry L. Liftig, UHF Ch. 49, ERP 99.3 kw, antenna 658 ft. Construction cost $223,600, operating cost $125,000, revenue $100,000. Applicant is treasurer and 25% stockholder of Samuel J. Liftig Inc. (metal and industrial supplies), Astonia, Conn.

WJNO West Palm Beach, Fla., Ch. 5, ERP 100 kw, antenna 527 ft. Construction cost $286,346, operating cost $120,000, revenue $125,000.

WWDC Washington, D. C., UHF Ch. 20, ERP 78 kw, antenna 450 ft. Construction cost $171,000, operating cost $113,800, revenue $104,000.

Evansville, Ind.—W. R. Tuley, UHF Ch. 50, ERP 186 kw, antenna 514 ft. Construction cost $215,221, operating cost $195,000, revenue $200,000. Applicant is 50% owner of Tuley & Carter (drilling contractors and oil producers), Evansville.

WSON Henderson, Ky., UHF Ch. 50, ERP 25 kw, antenna 330 ft. Construction cost $154,788, operating cost $106,000, revenue $140,000. Citizens Theatre Co. will have 60% interest and Hechts Lackey, 100% owner of WSON, will have 10% interest.

WDGY Minneapolis, Minn., Ch. 9, ERP 288 kw, antenna 478 ft. Construction cost $400,000, operating cost $443,000, revenue $521,000.

KXLK Great Falls, Mont., Ch. 3, ERP 1.731 kw, antenna 245 ft. Construction cost $112,800, operating cost $115,750, revenue $87,000.

WHHH Warren, Ohio, UHF Ch. 21, ERP 86 kw, antenna 502 ft. Construction cost $484,421, operating cost $175,000, revenue $150,000.

† **KRMG Tulsa, Okla.**, Ch. 2, ERP 100 kw, antenna 521 ft. Construction cost $719,193, operating cost $458,351, revenue $510,992.

† **WKNA Charleston, W. Va.**, UHF Ch. 49, ERP 249 kw, antenna 391 ft. Construction cost $326,957, operating cost $141,660, revenue $120,000.

Milwaukee, Wis. — Milwaukee Area Telecasting Corp., Ch. 12, ERP 316 kw, antenna 1,003 ft. Construction cost $658,870, operating cost $875,000, revenue $850,000. Principals include President Paul A. Pratt (3%), president and 95% stockholder of Wisconsin Valley Creamery Co.; Vice President Loron E. Thurwachter (10%), owner of Park Theatre, Waukesha, and General Manager Rolando F. Gran (50%), Wisconsin theatre operator.

† Indicates amended application.

Asked change in facilities:

WOC-TV Davenport, Iowa, change to Ch. 6, ERP 100 kw, antenna 609 ft.; change from Ch. 5, ERP 15.6, antenna 560 ft. Estimated cost of change $251,738.

WJBK-TV Detroit, Ch. 2, increase power to 100 kw, antenna 500 ft. Cost of power increase $420,000.

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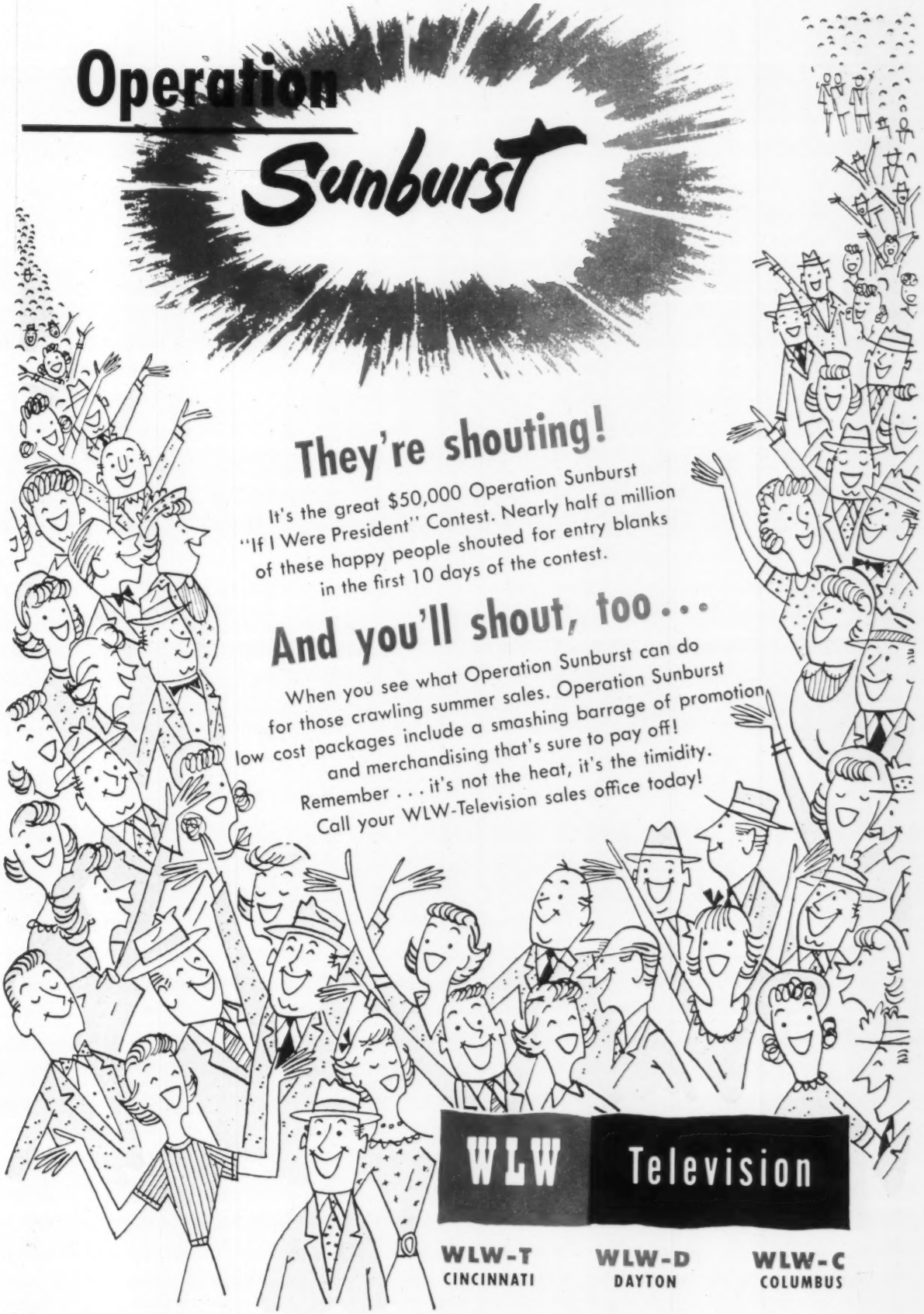

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